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| **PB-T2/MKTAK/1221/B 7-APR-2022** | | | |
| **PREBOARD EXAMINATION 3 – TERM II (2021-22)** | | | |
| **Subject: Marketing**  **Grade: XII** | | Max. Marks:30Time: 90 min | |
|  | **SECTION A** | |  |
|  | **Answer any 03 questions out of the given 04 questions(1X3=3 marks** | |  |
| 1 | Adaptability refers to displaying the capability to adapt to new, different, or changing requirements. It is the ability to think, draw conclusions, adapt to changes, and learn quickly. Adaptability is the capacity to adjust one‟s thoughts and behaviours in order to effectively respond to uncertainty, new information, or changed circumstances. Adaptability encompasses cognitive, behavioural, and emotional adjustments. | | 1 |
| 2 | According to the United Nations Environment Program (UNEP), green jobs or green collar jobs are works in agricultural, administrative, research and development, manufacturing and service activities that contribute substantially to preserving or restoring environmental quality | | 1 |
| 3 | S.M.A.R.T. is an acronym for the 5 steps of specific, measurable, attainable, realistic, and timely goals. | | 1 |
| 4 | The Government of India launched the National Action Plan on Climate Change (NAPCC) in June 2008 to deal with climate change and related issues. The NAPCC comprises eight missions in specific areas of solar energy, enhanced energy efficiency, habitat, water, sustaining Himalayan ecosystems, forestry, agriculture and strategic knowledge for climate change, which address issues relating to mitigation of greenhouse gases and adaptation to the adverse impacts of climate change on environment, forests, habitat, water resources and agriculture. | | 1 |
|  | **Answer any 01 question out of the given 02 questions (1x2=2 Marks)** | |  |
| 5 | Taking actions to implement your ideas.  Understanding the need or the problem your offering is fulfilling or solving.  Strategizing and planning the steps that need to be taken  Preparing an action plan and timeline.  Networking with stakeholders.  Interacting with customers.  Gaining and analyzing insights.  Looking for alternatives and adjusting plans according to analysis and feedback. Evaluating and calculating the risk involved.  Building and motivating a team  Being patient and staying motivated to overcome and work around various obstacles. Showing the value that the business is creating for stakeholders and customers. Gaining the know-how of creating, building, launching, sustaining, managing and growing a business .  (any 4 points-1/2 mark each) | | 2 |
| 6 | Green jobs in solid waste management: Solid waste is defined as any discarded solid fraction, generated from domestic units, trade centres, commercial establishments, industries, agriculture, institutions, public services and mining activities. The Ministry of Urban Development, Government of India, has classified solid waste in 14 categories based on the source of origin and type of waste, i.e., domestic, municipal, commercial, industrial, institutional, garbage, ash, street sweepings, dead animals, construction and demolition waste, bulky, hazardous and sewage waste. Solid waste management system includes collection, segregation, transportation, processing and disposal of waste. Green jobs related to waste management are in areas like e-waste recycling, solid waste management, waste reduction, waste auditing, waste control, etc. | | 2 |
|  | **SECTION B** | |  |
|  | **Answer any 05 questions out of the given 07 questions (1x5=5 Marks)** | |  |
| 7 | Three level channel of distribution.  Manufacturer------Wholesaler-------- Retailer-------Consumer | | 1 |
| 8 | Consumer promotion | | 1 |
| 9 | Financing | | 1 |
| 10 | Direct marketing refers to ‘any advertising activity which creates and exploits a direct relationship between the marketer and its prospects or customer as an individual. | | 1 |
| 11 | LinkedIn | | 1 |
| 12 | Personal selling is an important element of promotion mix, a part of 4Ps. Personal selling is a paid, two-way communication and to persuade customers through information to buy products in an exchange situation. | | 1 |
| 13 | According to Stanton, Retailing consists of the sale, and all activities directly related to the sale of goods or services to the ultimate consumer, for personal, non-business use. Retailing or retail trade involves all such activities which are related to direct sale of goods to the ultimate consumer. Retail trade is usually done by the retailers. A retailer may be defined as a dealer in goods and services who purchases from manufacturers and wholesaler and sells to the ultimate consumer. | | 1 |
|  | **Answer any 03 questions out of the given 05 questions (2X3=6 Marks)** | |  |
| 14 | UK Institute of Sales Promotion has defined sales promotion as - “Any activity which aids value to a product or service for a limited time period by offering an incentive to purchase” | | 2 |
| 15 | Characteristics Of Services 1. Intangibility 2. Simultaneity 3. Heterogeneity 4. Perishability 5.Non-Ownership | | 2 |
| 16 | Factors Pertaining to the Middlemen The following are the main factors concerned with the middlemen: • Services Provided by Middlemen. The selection of the middlemen be made keeping in view their services. If some product is quite new and there is the need of its publicity and promotion of sales, then instead of adopting the agency system, the work must be entrusted to the representatives. • Scope or Possibilities of Quantity of Sales. The same channel should be selected by means of which there is the possibility of more sales. • Attitude of Agents towards the Producers' Policies. The producers generally prefer to select such middlemen who go by their policies. Very often when the distribution and supply policies of the producers being disliked by the middlemen, the selection of middlemen becomes quite limited. • Cost of Channel of Distribution. While selecting the channel of distribution, the cost of distribution and the services provided by the middlemen or agents too must be kept into consideration. The producers generally select the most economical channel. | | 2 |
| 17 | Role of Communication in Promotion Marketing requires effective communication and it is an important aspect of the promotion function. It is essential to have a good product, but all this is futile if we cannot inform about the availability of the product or create an awareness of the product to the consumer and it is only possible through communication. Hence marketing communication plays a vital role. It has been observed that some of the products have been quite successful because use of effective marketing communication tools while some products have been unsuccessful on account of ineffective marketing communication. It is also an vital component of the promotion function. | | 2 |
| 18 |  | | 2 |
|  | **Answer any 02 questions out of the given 04 questions (3x2=6 Marks)** | |  |
| 19 | a) Gaining Intermediary support  b) Any other two objectives - Increased trial, Increasing Loyalty, Widening Usage, Creating Interest, Creating awareness, Deflecting Attention from Price, Discriminating among users | | 3 |
| 20 | Functions Of Wholesalers The wholesaler performs the following important marketing functions in the process of distribution of goods and service: • Buying And Selling: The wholesaler make an estimate of demand for the goods, and then purchase and assembly different varieties of goods from different manufacturers spread throughout the country. They also undertake import of goods from different countries. • Storage: Wholesaler keep the goods assembled by them in their warehouse to supply them to retailers whenever require .They help the manufacturers and retailers by making storage arrangement. • Transportation: Wholesalers make transportation arrangement from the premises of manufacturers to their godowns and from their godowns to the retail stores. They often maintain their own fleet of vehicles for this purpose. • Grading And Packing: Wholesalers grade the goods according to certain standards which they have purchased from different manufacturers. Some manufacturers also give brand names to graded products to convince the consumers or industrial users about the quality of the products they deal in. They also undertake the packaging of goods in convenient lots. • Financing: Wholesalers provide financial accommodation to both the manufactures and the retailers. They generally purchase goods on cash basis from the manufactures and sometimes also give advance to the manufactures. Thus, the manufactures need not wait till product are sold .The wholesalers help the retailers by selling the goods on credit. • Risk-taking: Wholesalers assumes a large number of risks in the process of distribution of goods. These risks may occur on account of charges in prices and demands, spoilage of goods, and bad debts. Thus, they undertake many marketing risks which would have been undertaken by the manufactures and retailers. (any three points with explanation) | | 3 |
| 21 | Out-of-Home Advertising When people think of out-of-home advertising they usually think of colorful billboards along the streets and highways. Included in the out-of-home classification, however, are benches, posters, signs and transit advertising (advertising on buses, subways, metros, taxicabs and trains). (1 mark)  Limitations of out-of-Home Advertising 1. It draws 2-3 seconds of a reader’s time, hence it is a glance medium 2. Messages must be brief to fit in 2-3 seconds time frame 3. It is not conducive to a very short, weeklong camp. (2 marks) | | 3 |
| 22 | Disadvantages of online advertising:  1.Impersonal: marketing can become impersonal, due to the virtual nature of message and content delivery to a desired audience.  2. Competitive: Online marketing can also be crowded and competitive. Although the opportunities to provide goods and services in both local and far-reaching markets is very high but still significant amount of competition exists.  3. Catching Attention: Companies investing in online marketing may find visitors‘ attention is difficult to capture due to the number of business also marketing their products and services online. Differentiating a product without touch and feel fact | | 3 |
|  | SECTION C(COMPETENCY BASED QUESTIONS) | |  |
|  | Answer any 02 questions out of the given 03 questions (2 x 4 = 8 marks) | |  |
| 23 | 1. Nike uses Integrated Marketing Communication. 2. Various elements used by Nike are- 3. Advertising- any paid form of non-personal presentation and promotion of ideas, goods by an identified sponsor.   “goal is to reach large populations of target customers with the biggest possible impact for which it uses various modes like TV, Radio, newspapers”   1. Sales promotion- is about extra benefit‟ offers or value addition to make an immediate purchase.   “They persuade their customers by giving additional benefits, such as the savings they can make by purchasing when discounts or special offers are applied.”   1. Personal Selling- paid two-way communication and to persuade customers through information to buy products in an exchange situation   “The employees are trained to provide assistance to customers. They are expected to know more about the company’s products, and to persuade consumers to buy these products. “   1. Sponsorship- in-kind an event, activity, person, or organisation financially or through the provision of products or services to reach specified business goals for commercial advantage.   ‘The company also organizes sports events and similar activities and uses these activities to communicate to target customers regarding what the business does to address relevant social issues.” | | 4 |
| 24 | 1. The factors influencing the choice of channels of distribution which were discussed in the meeting are listed below:    * **Product related factors:** It has been mentioned that the machines were sophisticated.    * **Market related factors:** It has been mentioned that the size of the order is not large. (in)    * **Company related factors:** It has been mentioned that the company was short of funds to pay the additional staff which had to be recruited to personally visit and train the hospital staff. 2. Any other factor other than the one discussed above- Factors pertaining to middlemen or other factors like Distribution Channel of Competitors. Social Viewpoint, Freedom of Altering. While selecting the agents, this fact too must be kept into mind that in case of need, | | 4 |
| 25 | Brand Awareness ; Feedback ; Competitive advantage; Impact. | | 4 |

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