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| **PB-T2/MKTQP/1221/B 7-APR-2022** | | | | | |
| **PREBOARD EXAMINATION 3 – TERM II (2021-22)** | | | | | |
| **Subject: Marketing**  **Grade: XII** | | Max. Marks:30Time: 90 Mins | | | |
| **Name:** | | | **Section:** | **Roll No:** | |
| General Instructions:   * Please read the instructions carefully * This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C. * Section A is of 05 marks and has 06 questions on Employability Skills.   + Questions numbers 1 to 4 are one mark questions. Attempt any three questions.   + Questions numbers 05 and 06 are two marks questions. Attempt any one question. * Section B is of 17 marks and has 16 questions on Subject specific Skills.   + Questions numbers 7 to 13 are one mark questions. Attempt any five questions.   + Questions numbers 14 to 18 are two marks questions. Attempt any three questions.   + Questions numbers 19 to 22 are three marks questions. Attempt any two questions. * Section C is of 08 marks and has 03 competency-based questions.   + Questions numbers 23 to 25 are four marks questions. Attempt any two questions. * Do as per the instructions given in the respective sections. * Marks allotted are mentioned against each section/question. | | | | | |
|  | **SECTION A** | | | |  |
|  | **Answer any 03 questions out of the given 04 questions(1X3=3 marks )** | | | |  |
| 1 | How important is “adaptability” for an entrepreneur? | | | | 1 |
| 2 | Define Green jobs. | | | | 1 |
| 3 | Expand the acronym SMART goals. | | | | 1 |
| 4 | Explain the purpose of launching NAPCC by the Government of India.. | | | | 1 |
|  | **Answer any 01 question out of the given 02 questions (1x2=2 Marks)** | | | |  |
| 5 | State any four benefits of Entrepreneurial Competencies. | | | | 2 |
| 6 | Explain Green jobs in solid waste Management. | | | | 2 |
|  | **SECTION B** | | | |  |
|  | **Answer any 05 questions out of the given 07 questions (1x5=5 Marks)** | | | |  |
| 7 | Cadbury India has 5 company owned manufacturing factories. These are located in Mumbai, Pune, Gwalior, Bengaluru and Himachal Pradesh. These factories churn out close to 8,000 tonnes of chocolate annually. Their Network encompasses 2,100 distributors and 4,50,000 retailers. Almost 80% of chocolate purchases are made on impulse therefore , it is important for them to make their chocolates available at as many places as possible. Identify and draw the channel of distribution adopted by Cadbury India. | | | | 1 |
| 8 | Name the best promotional tool that can be used to increase impulsive buying? | | | | 1 |
| 9 | “Wholesalers generally purchase goods on a cash basis from the manufacturer and sometimes also give advance to the manufacturer”. Identify the function performed by the wholesalers in the given statement. | | | | 1 |
| 10 | Define Direct Marketing. | | | | 1 |
| 11 | “It is a professional business-related networking site, that allows companies to create professional profiles for themselves as well as their business to network and meet others.” Identify the social media marketing platform mentioned here. | | | | 1 |
| 12 | Identify the element of promotion mix that uses two-way communication to persuade the customers. | | | | 1 |
| 13 | Identify and define the intermediary who sells the goods or services to the ultimate consumer. | | | | 1 |
|  | **Answer any 03 questions out of the given 05 questions (2X3=6 Marks)** | | | |  |
| 14 | Define the term Sales promotion. | | | | 2 |
| 15 | List down the characteristics of services. | | | | 2 |
| 16 | Explain the factors pertaining to Middlemen while selecting the channels of distribution. | | | | 2 |
| 17 | “Communication plays an important role in promotion”. Do you agree? Justify. | | | | 2 |
| 18 | Differentiate between a wholesaler and a retailer. | | | | 2 |
|  | **Answer any 02 questions out of the given 04 questions (3x2=6 Marks)** | | | |  |
| 19 | A big refrigerator is installed by a sponsored manufacturing company in a shop of a retailer located in a busy market. On the refrigerator the name of the sponsored company with the logo is printed in block letters.  Identify the objective of sales promotion highlighted in the above case and explain any other two objectives of sales promotion. | | | | 3 |
| 20 | List down and explain any three functions performed by a wholesaler. | | | | 3 |
| 21 | Vineet saw huge colorful advertisement all around the metro train and wondered what type of advertisement it was? Identify the type of the advertisement seen by Vineet and list down any two limitations of the same. | | | | 3 |
| 22 | In today’s changing global scenario, consumers spend time shopping online for everything from groceries and clothing to electronics and cleaning supplies. Many businesses include online advertising in their marketing strategies. While the benefits of advertising online include the potential to reach a large market and the ability to measure results, online advertising also presents some disadvantages that can’t be ignored. Highlight and discuss such disadvantages briefly. | | | | 3 |
|  | SECTION C(COMPETENCY BASED QUESTIONS) | | | |  |
|  | Answer any 02 questions out of the given 03 questions (2 x 4 = 8 marks) | | | |  |
| 23 | Nike Inc. uses its promotional mix or marketing communications mix to communicate with target customers in the global athletic footwear, apparel, and equipment industry. Nike Inc.’s goal is to reach large population of target customers with the biggest possible impact for which it uses various modes like TV, Radio, newspapers. Through successful implementation, Nike reaps the rewards of a stronger brand image and higher demand for its products. Nike Inc. uses celebrities to represent the ideal customer or consumer of its products. The company’s advertisements present highly popular personalities, such as professional athletes and target customers see that their favorite celebrities use Nike’s products. As a result, these customers become motivated to purchase and use these products.  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.  They persuade their customers by giving additional benefits, such as the savings they can make by purchasing when discounts or special offers are applied. 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.   1. Identify the communication tool used by Nike. 2. By quoting lines explain the various elements used by Nike to reach their target audience. | | | | 4 |
| 24 | Mediquip Ltd. is a company dealing in distribution of medical equipments. The company recently imported 15,000 units of sugar testing machines to test the sugar levels without taking blood samples. For deciding the marketing strategy and channels of distribution, the CEO of the company called a meeting of the marketing heads of different zones. In the meeting, Sandeep, the North Zone Marketing Head, suggested that since the machines were sophisticated they need to visit hospitals personally, to explain its working to the hospital staff who would be using the machines. He also suggested that additional trained people may be recruited for the same. Himanshu, another Zonal Head, added that since lot of money had been spent on the import of the machines, the company was short of funds to pay to the additional staff as suggested by Sandeep. Rahul, a newly appointed Zonal Head of South Zone suggested that since the size of the order is not large, a detailed study of the factors determining the choice of channels of distribution is required before making the right choice.   1. Identify the factors influencing the choice of channels of distribution which were discussed by Sandeep, Himanshu and Rahul in the meeting. 2. Also, briefly explain any other consideration to be taken care of, other than what is identified in part (a). | | | | 4 |
| 25 | Wrigley is a confectionery brand with a presence in over 150 countries around the world. The brand is popular for their lollipops available in over 100 flavors. Their core philosophy is, “sharing happiness with everyone irrespective of their age”. With the aim of reaching the target audience and staying true to the spirit of creating a fun engaging experience that would create a direct brand recall, Wrigley with Instagram created a distinct Fun Lens. To do so, Wrigley released an engagement campaign with Instagram by creating a Lens for their teenage audience to celebrate the spirit of friendship in India on 1st August 2021. The gamified campaign involved Instagram chatters opening their mouths in front of the camera and catching a range of Wrigley in a matter of a few seconds.  Explain the benefits availed by the company using Instagram as a social media marketing tool in the given case. | | | | 4 |

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