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| **PB1/MKAK/1222/B 28-NOV-2022**  **PRE BOARD EXAMINATION – I (2022-23)** | | | |
| **Subject: Marketing (ANSWER KEY)**  **Grade: XII** | Max. Marks: 60Time: 3 Hours. | | |
| **Name:** | | **Section:** | **Roll No:** |
| |  |  |  | | --- | --- | --- | |  | **SECTION A: OBJECTIVE TYPE QUESTIONS** |  | | Q1 | **Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)** |  | | i. | b.Avoidant personality disorder | 1 | | ii. | b) Entrepreneurial Competence | 1 | | iii. | b. File>Save As>Type file name>Save | 1 | | iv. | a.Paranoid | 1 | | v. | Professional entrepreneurs | 1 | | vi. | a.worksheet | 1 | | Q2 | **Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)** |  | | i. | d.putting goods on display for the consumers | 1 | | ii. | Premium Promotions | 1 | | iii. | a.Market condition | 1 | | iv. | b. financial planner discusses retirement plans with a group of employees | 1 | | v. | d.Going rate pricing | 1 | | vi. | a.Intensive | 1 | | vii. | b.Psychological Pricing | 1 | | Q3 | **Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)** |  | | i. | b.Homogeneity | 1 | | ii. | c.advertising | 1 | | iii. | d.image differentiation | 1 | | iv. | Search Engine Optimization (SEO) | 1 | | v. | d.Exchange | 1 | | vi. | d.to discourage competitors from entering the market | 1 | | vii. | d.Procedure | 1 | | Q4 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  | | i. | a.Bundle pricing | 1 | | ii. | a.Transactional Functions | 1 | | iii. | Resale Price Maintenance | 1 | | iv. | a.Consumer promotion | 1 | | v. | c.10,800 units | 1 | | vi. | a.Assembling | 1 | | Q5 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  | | i. | d.credibility | 1 | | ii. | b.When demand is inelastic | 1 | | iii. | a.Agent | 1 | | iv. | c.Direct mail contact | 1 | | v. | a.Competitive Pricing is pricing relative to brand strengths | 1 | | vi. | c.Facebook | 1 | | Q6 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  | | i. | d. Samples | 1 | | ii. | a.Responsiveness | 1 | | iii. | (1) Manufacturers, (2) Intermediaries, (3) Facilitating agencies, and (4) Consumers (any 2) | 1 | | iv. | a.Leader pricing | 1 | | v. | Public relations. | 1 | | vi. | c. Perceived value pricing | 1 | |  | **SECTION B: SUBJECTIVE TYPE QUESTIONS** |  | |  | **Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks) Answer each question in 20 – 30 words** |  | | Q7 | S: Specific Goals should be stated in specific terms. Vague goals are difficult to attain. Specific goals give us a concrete target. Hence, a goal should have a specific purpose. • M: Measurable Goals should always be measurable. If we do not set our goals in measurable terms, it is difficult to assess whether we have achieved them or not. • A: Action-oriented Goals do not just come true on their own. Effective goal setting should include action-based steps that one will follow to achieve the goal. — Actions that I am already taking towards achieving this goal — Actions that I am not currently taking but will take towards achieving this goal — Actions that I am not currently taking and need help to achieve the goal — People and places from whom I can get help to achieve the goal • R: Realistic There are few things more damaging to our sense of self-efficacy than setting ourselves up for failure. Goals must always be realistically attainable. • T: Timely Goals must have deadlines. However, deadlines may change. But one must always set a deadline to get the job done within a specified time limit. | 2 | | Q8 | Standard of excellence  Uniqueness  Focus on long-term goals  Need to influence  Identifying opportunities and risk taking  (any 2 points- 1 mark each) | 2 | | Q9 | The steps to save a presentation for the first time are as follows. 1. Click on File. 2. Select Save As or Save from the drop-down. This displays a Save As dialog box as shown in Figure 3.40. 3. You can select a folder where you want to save the file, for Figure 3.40: ‘Save As example Desktop 4. By default, the File name is ‘Untitled#’ (# is a number). You can change it to the name of your choice. 5. The default Save As type is .ods. You can select other file types from the Save As type drop-down. You can save the file as MS Excel or HTML or text file. 6. Click on Save. This will save the presentation on the computer. Later while working, you can simply click File>Save or press Ctrl+s on the keyboard to save the presentation. | 2 | | Q10 | Start the day with a morning routine. Say positive affirmations, smile often and think about the tasks to be accomplished during for the day. • Feed the mind with positivity, read motivating books, listen to music with uplifting lyrics, watch inspiring movies, etc. • Be proactive. A proactive person decides how one must feel regardless of what may be going around or what the day may bring. • Focus on constructive and positive things. Do not approach life with ‘problems’. Approach it with ‘solutions’. • Learn from failures. Think what could have been better and work towards the goals. • Learn to focus on the present. Negativity mostly stems out from anxiety of the past and future events. • Move towards your goals and dreams. Be cheerful and work hard to achieve the dreams. | 2 | | Q11 | 1. Identifying entrepreneurial opportunity 2. Turning ideas into action 3. Feasibility study 4. Resourcing 5. Setting up an enterprise 6. Managing the enterprise 7. Growth and development   (any two functions- 1 mark each) | 2 | |  | **Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)** |  | | Q12 | 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.” (1 mark)  Objective of Sales Promotion 1. Increased trial: Existing customers will increase the sales volume as they will buy in bulk. 2. Increasing Loyalty: Loyalty keeps customers buying even when it is no more the cheapest and the best. 3. Widening Usage: Here the marketer has to tell the users of other uses 4. Creating Interest: Value promotions that create interest are characterized by humor, inventiveness, typically and style through - being the first to offer a new product as a promotional medium, linking up with a new celebrity or relevant charity or finding a totally new way to do something that people enjoy doing. 5. Creating awareness: Though this job is left to advertising, but there are number of sales promotions very effective at making people aware of products through joint promotions with other product or service which is already well known in the market. 6. Deflecting Attention from Price: It may lead to price wars which have a destructive effect on firm’s profitability 7. Gaining Intermediary Support: Specific programs directed at wholesalers, retailers, agents, distributors to gain distribution, display and cooperative advertising, introducing new customers, sales promotion is a must. 8. Discriminating among users: Usage varies from time to time. In case of airlines, train companies, and leisure facilities, customers are motivated by price. They book early and on-line. Particular groups are given additional benefits. 9. Restoring Brand Perceptions and deflecting attention from Complaints after operational Mishandling of customer accounts: The companies offer special sales promotion benefits to those who complain.  2 points-0.5 each) | 2 | | Q13 | Characteristics Of Services 1. Intangibility 2. Simultaneity 3. Heterogeneity 4. Perishability 5.Non-Ownership (any two points with explanation-2 marks) | 2 | | Q14 | Advantages of Radio Advertising 1. Radio is selective and has the ability to reach segmented audiences. 2. Radio is economical due to large penetration and rates 3. Radio is fast due to short lead times.  Limitations of Radio Advertising 1. Increase in Clutter 2. No visuals 3. Lack of proper attention as listeners give attention to other aspects.  ( 1 adv & 1 dis adv- 1 mark each) | 2 | | Q15 | Platforms for Social Media Marketing  1. Facebook 2. Twitter 3. LinkedIn 4. Google+ 5. WhatsApp 6. Foursquare 7. Instagram (any 2 points with explanation- 2 marks) | 2 | | Q16 | Promotion can be of two types – Above-the-Line (ATL) and Below-the-Line (BTL). ATL communications use the broadcast medium and print media to reach the mass audience while BTL activities are targeted to a selective audience which might be present in a store or in a fair. There has been a gradual shift to below-the-line activities, firstly because above-the-line (ATL) activities are prohibitively expensive. A full television campaign alone cost anywhere between Rs. 10 crore and Rs.12 crore and a 360-degree campaign entail an average investment of anywhere between Rs.20 crore and Rs.25 crore for a single product launch. Also, BTL activities ensure greater interface with the consumer providing them instant feedback. Another reason is that markets are moving rural, which requires increase in consumer interface. | 2 | |  | **Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)** |  | | Q17 | Facilitating Functions: These functions facilitate both the transaction as well as physical exchange of goods. These facilitating functions of the channel include post-purchase service and maintenance, financing, market information etc. Sellers provide necessary information to buyers in addition to after sales services and financial assistance in the form of Sale on credit. Similarly, traders are often guided by manufacturers to help them in selling goods, while the traders also inform manufacturers about the customers' opinions about the products. Thus, a channel of distribution performs a variety of functions such as buying, selling, risk bearing, assembling, storage, grading, transportation, post-purchase service and maintenance, financing, market information, etc. But the relative importance of storage is more important for perishable goods and bulky material such as coal, petroleum products, iron, etc. In the case of automobiles, computers and mobiles etc after sales service is very important. Some other important functions are product promotion which involves advertising and sales promotion activities organised by manufacturers. Middlemen are also involved in various activities like demonstration of product, display and contest etc. to increase the sale of products. Negotiation takes place between manufacturers and customers before closing a deal. Negotiation in terms of quality of product, guarantee, after sale services and finally price takes place before the transfer of ownership is done. | 3 | | Q18 | Importance of Promotion:  Promotion element of marketing mix performs the following functions:   1. Information: It informs (awareness and education) customers about the launch of new product/service/idea and the place of availability. 2. Persuasion: The promotion is to persuade the customers to use one particular brand in this brands-cluttered world. 3. Remind: Promotion has to continuously remind the customers of the brand and enforce customer loyalty, It is true not only during normal times, but even when the product is in shortage, so that customers do not forget your brand. During the World War II Bourn Vita was in short supply, yet the company continued to advertise for this very purpose. 4. Relationship: Promotion is meant to create relationships through constant promotion and involvement of customers with the marketer so as to create a lifetime relationship with them. 5. Adds value: Promotion creates value by influencing consumers’ perceptions. 6. Assists other company efforts: Promotion accomplishes goals, assists sales representatives, and enhances the results of other marketing communications.   (any 3 points- 3 marks) | 3 | | Q19 | According to Philip Kotler, “Every producer seeks to link together the set of marketing intermediaries that best fulfil the firm’s objective. This set of marketing intermediaries is called marketing channel.”  According to William J.Stanton, “A distribution channel for a product is the route taken by the title to the goods as they move from the producer to the ultimate customer.” (any definition-1 mark)  Transactional Functions: the primary function of distribution channel is to bridge the gap between production and consumption for which various transactions performed for movement of the goods from one place to another are called transactional functions. Buying, selling and risk bearing functions come under this category. Buying takes place as producers sell the goods and intermediaries buy them. Later intermediaries sell the goods and consumers buy them. Because of this buying and selling by the channel participants, title to goods changes hands and goods flow from producer to consumer. There has to be willingness of buying and selling in the transactions involved, on the other hand there will be no transaction if there is no willingness for buying and selling, there would be no transaction. When goods are bought, it involves risk also. For instance, an intermediary bought goods from the producer with the intention of selling at a profit but Government announced a decision due to which price of product fell down which can lead to loss. All the participants in the distribution channel must assume such risk of loss. (2 marks) | 3 | |  | **Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)** |  | | Q20 |  | 4 | | Q21 | Definition of Services :The American Marketing Association has defined Services as “Activities, Benefits and satisfaction which are offered for sale or are provided in connection with the sale of goods”. According to Philip Kotler, “ Services is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything”.  Characteristics Of Services 1. Intangibility 2. Simultaneity 3. Heterogeneity 4. Perishability 5.Non-Ownership 1. Intangibility: A service can’t be seen, touched, held, or put on a shelf, because it has no physical shape. No customer can buy physical ownership (Non-ownership) of an ‘experience’ (entertainment), ‘time’ (consulting), or ‘a process’ (dry cleaning). No service can be examined before its enactment because of intangibility. Examples of services include ticketing, babysitting, schooling, etc. 2. Simultaneity: In most of the cases production and consumption goes in simultaneously. A consumer has always to be present in the service factory, either the service provider comes to him (plumber) or he goes to service provider (hair salon). This simultaneity develops much more close contact with the customer. Thus, in-service production and consumption can’t be separated. 3. Heterogeneity: No two services can be the same, because services depend to a large extent on human actions and interactions between customers and providers. Since production and consumption goes in simultaneously, there is no chance to rectify a faulty product before it reaches the customer. Thus, heterogeneity makes it difficult to standardise the quality of service. 4. Perishability: No services can be produced and stored before consumption, hence, they are perishable. Perishability is the main source of many of the problems of supply and demand that services marketers face. A scheduled flight if not filled with fliers goes in van forever. Most of the service providers, therefore, focus their marketing mix on managing demand. 5. Non-Ownership: Customers cannot own the service they receive because ownership is not transferred from the buyer to the seller as it is with a product.  (any 3 points- 3 marks) | 4 | | Q22 | 1. The tools of promotion being taken into consideration by Rakesh are Sales Promotion and Personal Selling.(1 mark) 2. Difference between sales promotion and personal selling:   Difference between Personal Selling and Sales Promotion The following factors differentiate personal selling and sales promotion. Though both of them are part of a marketing communication the purpose they serve and the process adopted reflect the different dimension of each. But, both are effective tools for integrated marketing communications. Objective of personal selling is to create awareness and build a long term relationship which will lead to closing the sale, whereas the objective of sales promotion is to increase the sales and dispose of stocks in a short span of time. Personal Selling is face-to-face interaction performed by individuals to give information on products and create mutual long-term relationships. Whereas, Sales Promotion has no interaction and provides incentives to encourage purchase and to disseminate information. Personal selling involves negotiations and incentive is not mandatory whereas sales promotion would have incentive definitely to lure customers. Personal selling is used for products having the characteristics of high value, or technically complex, or custom made. Whereas. Sales promotion is used for products having low value or easy to understand usage. Personal selling involves use in markets with less potential customers or customers with high purchasing power. Whereas, Sales promotion involves use in markets where a larger number of customers exists and the product is of low value comparatively. Personal selling is expensive as it needs sales force training, dedicated persons, repeated visits and transportation whereas sales promotion is bit less expensive to run compared to personal selling.  (any 3 differences- 3 marks) | 4 | | Q23 | **Ans: Indirect channel:** One level channel of distribution adopted by the company cbse-class-12-case-studies-in-business-studies-marketing-management-5  (1 mark)  The market related factors that are likely to affect the decision of a marketer about the choice of channel of distribution are explained below:  The following are the main elements concerned with the consumer or the market: • Number of Customers. If the number of customers is large, definitely the services of the middlemen will have to be sought for. As against it, the products whose customers are less in number are distributed by the manufacturer himself. • Expansion of the Consumers. The span over which are the customers of any commodity spread over, also affects the selection of the channel of distribution. When the consumers are spread through a small or limited sphere, the product is distributed by the producer himself or his agent. As against it, the goods whose distributors are spread throughout the whole country, for such distributors, services of wholesaler and the retailer are sought. • Size of the Order. When bulk supply orders are received from the consumers, the producer himself takes up the responsibility for the supply of these goods. If the orders are received piece-meal or in smaller quantities, for it the services of the wholesaler could be sought. In this way, the size of the order also influences the selection of the channel of the distribution. • Objective of Purchase. If the product is being purchased for the industrial use; its direct sale is proper or justified. As against it, if the products are being purchased for the general consumption, the products reach the consumers after passing innumerable hands. • Need of the Credit Facilities. If, for the sale of any product, it becomes necessary to grant credit to any customer, it shall he helpful for the producer that for its distribution the services of the wholesaler and retailer businessmen be sought. In this way, the need of the credit facilities too influences the selection of the channel of distribution. (any 3 points – 3 marks) | 4 | | Q24 | Advantage of Social Media Marketing: 1. Brand Awareness: There are a number of ways brands can use online marketing to benefit their marketing efforts. The use of online marketing in the digital era not only allows brands to market their products and services and creates brand awareness. It also allows for online customer support through 24/7 services to make customer feel supported and valued. 2. Feedback: The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them and has become an increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs and websites feedback on their experience with a product or brand [6]. 3. Competitive advantage: By using Internet platforms, businesses can create competitive advantage through various means. To reach the maximum potential of online marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to pinpoint behavioral patterns of clients and feedback on their needs. 4. Impact: Word of mouth communications and peer-to-peer dialogue often have a greater effect on customers, since they are not sent directly from the company and are therefore not planned. Customers are more likely to trust other customers‘ experiences. It is increasingly advantageous for companies to utilize social media platforms to connect with their customers and create these dialogues and discussions. | 4 | | | | |

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