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| **PB1/MKQP/1222/B 28-NOV-2022**  **PRE-BOARD EXAMINATION - I (2022-23)** | | | |
| **Subject: Marketing**  **Grade: XII** | Max. Marks: 60Time: 3 Hours. | | |
| **Name:** | | **Section:** | **Roll No:** |
| General Instructions:  1. Please read the instructions carefully.  2. This Question Paper consists of 24 questions in two sections – Section A & Section B.  3. Section A has Objective type questions whereas Section B contains Subjective type questions.  4. Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.  5. All questions of a particular section must be attempted in the correct order.  6. SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):  i. This section has 06 questions.  ii. There is no negative marking.  iii. Do as per the instructions given.  iv. Marks allotted are mentioned against each question/part.  7. SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):  i. This section contains 18 questions.  ii. A candidate has to do 11 questions.  iii. Do as per the instructions given.  iv. Marks allotted are mentioned against each question/part. | | | |
| |  |  |  | | --- | --- | --- | |  | **SECTION A: OBJECTIVE TYPE QUESTIONS** |  | | Q1 | **Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)** |  | | i. | Sakthi is an elderly woman staying with her son and his family. She neither talks to her grandchildren, nor does she participate in any family activity. Identify the personality disorder she is suffering from?  a. Dependent personality disorder  b. Avoidant personality disorder  c. Obsessive-compulsive personality disorder  d. None of the above | 1 | | ii. | Entrepreneurial behavior requires certain knowledge, skills or personality profile and it is called as  a. Fear of failure  b. Entrepreneurial Competence  c. Entrepreneurial Capacity  d. Entrepreneurial Training | 1 | | iii. | Which is the correct step to save a presentation?  a. File>Open>File name>Open  b. File>Save As>Type file name>Save  c. File>Close>Save>OK  d. File>Template>Save as Template | 1 | | iv. | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ personality disorder is characterized by distrust for others, including friends, family members and partners.  a. Paranoid  b. Schizoid  c. Schizotypal  d. Borderline | 1 | | v. | Identify the type of entrepreneur who starts a business, nurtures it and makes it reach a point of self-sustenance. | 1 | | vi. | A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is a collection of cells in the form of a grid (a network of lines that intersect each other, making rectangles).  a. workbook  b. worksheet  c. Name box  d. Cell | 1 | | Q2 | **Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)** |  | | i. | All the following are part of the normal role of wholesalers except:  a. breaking bulk quantities to smaller deliveries to retailers  b. offering credit facilities to the retailers  c. arranging delivery of the product to retailers  d.putting goods on display for the consumers | 1 | | ii. | Identify the kind of sales promotion in which the benefit comes with an item of merchandise. | 1 | | iii. | Automobile companies increases the prices of their Cars when there is a high demand in the market and offers heavy discount when the demand is low. Identify the factor affecting the price here.  a. Market condition  b. Competitors  c. Brand image  d. Cost of Manufacturing | 1 | | iv. | Which of the following is an example of personal selling?  a. A manufacturer places an ad in a local newspaper  b. A financial planner discusses retirement plans with a group of employees  c. A sales person hands out coupons to customers in a trade show  d. All of these | 1 | | v. | Flex mobiles always priced its products as per the market trend. Identify the type of pricing adapted by them.  a. Sealed bid pricing  b. Every day low pricing  c. Penetration pricing  d. Going rate pricing | 1 | | vi. | Logistics are most important while using \_\_\_\_\_\_\_\_\_\_ strategy.  a. Intensive  b. Selective  c. Distributive  d. Magnified | 1 | | vii. | Marketers price their products such as Rs.99, Rs. 159.50/- , Rs.980/- etc to make customers falsely believe that they are paying lesser amount for the products purchased. Identify the type of Pricing adapted here.  a. Resale Price Maintenance  b. Psychological Pricing  c. Team Pricing  d. Price Lining | 1 | | Q3 | **Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)** |  | | i. | Services are characterized by all of the following features except for:  a. Intangibility  b. Homogeneity  c. Perishability  d. Inseparability | 1 | | ii. | The least cost per customer is witnessed through\_\_\_\_\_\_\_\_\_\_\_  a. Personal selling  b. Sales promotion  c. Advertising  d. All of these | 1 | | iii. | Which of the following factors does not affect differential pricing method?  a. Location  b. Product version  c. Time differentiation  d. Image differentiation | 1 | | iv. | Write the full form of SEO. | 1 | | v. | Which of the following takes place at retailer’s end?  a. Promotion  b. Placing  c. Pricing  d. Exchange | 1 | | vi. | Which of the following is a reason that a marketer would choose a penetration strategy?  a. To ensure the Company has the ability to increase prices once demand decreases  b. To focus on the rapid achievement of profit objectives  c. To appeal to different consumer segments with different levels of price sensitivity  d. To discourage competitors from entering the market | 1 | | vii. | Which one of the following is not included in seven P’s of marketing mix?  a. Process  b. People  c. Physical evidence  d. Procedure | 1 | | Q4 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  | | i. | Two or more complimentary products offered together at a single price is known as  a. Bundle pricing  b. Sealed bid pricing  c. Discriminatory pricing  d. Going rate pricing | 1 | | ii. | Buying, selling and risk bearing functions come under this category  a. Transactional Functions  b. Logistical Functions  c. Facilitating Functions  d.None of the above | 1 | | iii. | Ramco Ltd., manufacturer of cements entered into a formal agreement with its distributors , not to sell its products below the fixed price given by them in any situation. Identify the concept of pricing stated here. | 1 | | iv. | The best promotion tool to increase impulse buying is…  a. Consumer promotion  b. Advertising  c. Personal selling  d. Publicity | 1 | | v. | If fixed expenses in a production unit are Rs. 1,08,000/- variable cost per unit is Rs.30/- and selling price per unit is Rs.40/-Find out the BEP quantity.  a. 1,800 units  b. 10,000 units  c. 10,800 units  d. 18,000 units | 1 | | vi. | \_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the process of keeping the goods, purchased from different places, at a particular place.  a. Assembling  b. Sorting  c. Grading  d. Storage | 1 | | Q5 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  | | i. | If an Organisation focuses on trustworthiness and belief considering the customers’ best interest, which dimension of the service quality is focused on by the Organisation?  a. Durability  b. Timeliness  c. Aesthetics  d. Credibility | 1 | | ii. | Skimming pricing policy is effective under which of the following conditions:  a. When substitute product is available  b. When demand is inelastic  c. When demand is elastic  d. Moderate demand | 1 | | iii. | \_\_\_\_\_\_\_\_\_\_ is a marketing intermediary who is an independent individual or company whose main function is to act as the primary selling arm of the producer and represent the producer to users.  a. Agent  b. Wholesalers  c. Distributors  d. Middlemen | 1 | | iv. | The advantage of audience selectivity, no advertising competition and personalization applies to \_\_\_\_\_\_\_\_\_\_\_\_  a. Newspaper advertising  b. Television advertising  c. Direct mail contact  d. Radio advertising | 1 | | v. | Which of the following is true about Competitive Pricing?  a. Competitive Pricing is pricing relative to brand strengths  b. Competitive pricing is similar to Price lining  c. Competitive pricing is pricing below the competitors  d. Competitive pricing is pricing above the competitors | 1 | | vi. | Which social network is considered the most popular for social media marketing?  a. Twitter  b. Instagram  c .Facebook  d. WhatsApp | 1 | | Q6 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  | | i. | Which of the following consumer promotion tools is the most effective but most expensive way to introduce a new product?  a. Coupons  b. Sweepstakes  c. Contests  d. Samples | 1 | | ii. | ZES Bank takes longer time to attend to customer queries and complaints regarding the various services provided by their bank. Identify which dimension of service quality is ignored here?  a. Responsiveness  b. Reliability  c. Credibility  d. Durability | 1 | | iii. | Name any two participants of the distribution system. | 1 | | iv. | Abtec mobiles reduced its mobile prices on a temporary basis to attract its customers. This temporary cut in pricing is called…  a. Leader pricing  b. Price lining  c. Dual Pricing  d. Competitive Pricing | 1 | | v. | If a company wants to build a good “corporate image”, it will probably use which element of promotion mix? | 1 | | vi. | Consumers would pay differently for the normal size Pepsi in different surroundings such as at a family restaurant at a 5-star hotel, in a cinema hall, at a fast-food stall, etc. This is a classic example of….  a. Psychological Pricing  b. Going rate pricing  c. Perceived value pricing  d. Cost plus 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 | Explain SMART goals. | 2 | | Q8 | State any two qualities that motivate an entrepreneur. | 2 | | Q9 | List down the steps to save a presentation. | 2 | | Q10 | State any two ways to maintain a positive attitude. | 2 | | Q11 | List down any two major functions performed by an entrepreneur. | 2 | |  | **Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)** |  | | Q12 | Define the term “Sales promotion”. State any two of its objectives. | 2 | | Q13 | Explain any two characteristics of services with suitable examples. | 2 | | Q14 | List down any one advantage and disadvantage of Radio advertising. | 2 | | Q15 | List down and explain any two platforms for social media marketing. | 2 | | Q16 | Distinguish between ATL and BTL. | 2 | |  | **Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)** |  | | Q17 | “These functions of the channel include post-purchase service and maintenance, financing, market information etc.”. Identify the function referred here and explain the same with a suitable example. | 3 | | Q18 | List down and explain any three importance of Promotion. | 3 | | Q19 | Define the term “Place”. Briefly explain the transactional functions performed by channel members. | 3 | |  | **Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)** |  | | Q20 | Differentiate between wholesaler and retailer. | 4 | | Q21 | Define the term “Services”. State and explain any three characteristics of services with suitable examples. | 4 | | Q22 | Rakesh has decided to set up a small factory to manufacture hand wash and toilet soaps in a rural area in Haryana. In order to promote the product initially, he plans to distribute small sachets of the hand wash as free samples, besides deploying a team of salesmen to sell the product door to door in the different parts of the city. Moreover, he has decided to conduct a hygiene camp in rural areas wherein he will distribute a kit comprising of hand wash and soap and also plans to organize street plays to highlight the importance of hygiene and sanitation in our daily lives. In the context of above case:   1. Identify the tools of promotion being taken into consideration by Rakesh. 2. Differentiate between the promotion tools identified in the given case. | 4 | | Q23 | Ranger India Limited, is an automobile manufacturer in India. It makes 1.5 million family cars every year. That is one car every 12 seconds. It has a sales network of company approved retailers that spreads across 600 cities. In the context of above case:   1. Identify and draw the type of the channel of distribution adopted by the company.(1 mark) 2. State any three market related factors that are likely to affect the decision of a marketer about the choice of channel of distribution.(3 marks) | 4 | | Q24 | “Social media marketing has transformed the way businesses are able to influence consumer behaviour—from promoting content that drives engagement to extracting personal data that makes messaging resonate with users”. Justify the given statement by discussing any four advantages of social media marketing. | 4 | | | | |

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