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| **FT/MKQP/1223/A 14-JUN-2023** | | | |
| FIRST TERM EXAMINATION (2023-24) | | | |
| **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):**   1. This section has 06 questions. 2. There is no negative marking. 3. Do as per the instructions given. 4. Marks allotted are mentioned against each question/part.   **7. SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**   1. This section contains 18 questions. 2. A candidate has to do 11 questions. 3. Do as per the instructions given. 4. Marks allotted are mentioned against each question/part. | | | |

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|  | **SECTION A: OBJECTIVE TYPE QUESTIONS** |  |
| Q1 | **Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)** |  |
| i. | The ability to do what needs to be done without the influence or trust from other people or situation is known as:   1. Direction 2. Self – motivation 3. Self – learning 4. Self - assessment | 1 |
| ii. | Identify the entrepreneurial competency where an entrepreneur is never disheartened by failures and keeps trying, adapting and iterating to overcome obstacles that come in the way of achieving goals. | 1 |
| iii. | Talkative vs. silent; frank, open vs. secretive; adventurous vs. cautious; sociable vs. reclusive these traits describe which dimension of personality?   1. Agreeableness 2. Conscientiousness 3. Extraversion 4. Culture | 1 |
| iv. | What thoughts come to you when you are under negative stress   1. You think that you can cope with the situation. 2. You think that you cannot cope with the situation. 3. You think that everything will get fine eventually. 4. You think that you will get help immediately | 1 |
| v. | Explain the fear ‘Fear of not being an expert’. | 1 |
| vi. | Individuals who focus on developing solutions that benefit the society are called \_\_\_\_\_\_\_.   1. Family businessmen 2. First generation entrepreneurs 3. Women entrepreneurs 4. Social entrepreneurs | 1 |
| Q2 | **Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)** |  |
| i. | Furniture, T.V. sets, Refrigerators are the examples of the following type  of goods:   1. Shopping 2. Speciality 3. Convenience 4. Industrial | 1 |
| ii. | The policy of charging very high price in the initial stages of the life of a product is called:   1. Skimming-the-Cream Price Policy 2. Penetrating Price Policy 3. Follow-the-Leader Price Policy 4. Non-competitive Price Policy | 1 |
| iii. | Ninja Tech recently developed Ninja Tech Nutritional Bars to improve memory is an example of   1. Product line 2. Product life cycle 3. Product modification 4. Product cycle | 1 |
| iv. | One of the following is not an objective of pricing:   1. To achieve target rate of return on invested capital 2. To face competition 3. To reduce the cost of raising capital 4. To maintain or improve share of the market | 1 |
| v. | Out of the following, this will be suitable for packaging oil:   1. Wooden Box 2. Cardboard box 3. Sack 4. Bottle | 1 |
| vi. | \_\_\_\_\_\_\_\_\_\_ under this method of pricing, the prices of one or a few items may be cut temporarily to attract customers. | 1 |
| vii. | Market skimming pricing is suitable for a   1. Product that has so much of competition in the market 2. Product that is newly introduced to the market 3. Product that is innovative and in high demand and low supply 4. Product has a short lifespan in the market | 1 |
| Q3 | **Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)** |  |
| i. | If the supplied charges a high price for inputs the manufacturer shifts this burden to the \_\_\_\_\_\_\_\_\_\_\_ by charging a higher price for the final product. | 1 |
| ii. | Maruti Vega Ltd. entered into the market with colour televisions and have now introduced products like audio systems air-conditioners washing machines etc. The company is not only offering the products but also handling complaints and offering after-sales services.  Identify the level of product discussed here. | 1 |
| iii. | These are costs which do not vary according to the number of units of product made or service sold:   1. Fixed costs 2. Moving assets 3. Working capital 4. Fixed capital | 1 |
| iv. | The products that are sold through widespread distribution network is known as:   1. Convenience products 2. Shopping products 3. Unsought products 4. Speciality products | 1 |
| v. | During slump-period when market conditions are unfavorable due to “bearish attitude”, firms decide to lower the prices of products to keep the business going and to clear off their old stocks. Identify the type of factors which influence the pricing decision.   1. Prevalent Economic Conditions 2. Government Regulations 3. Raw Material or Input suppliers 4. Competition | 1 |
| vi. | Buildings, heavy plants and factory equipment necessary to build or assemble products are examples of:   1. Accessory equipment 2. Fast Moving consumer goods 3. Capital equipment goods 4. Manufacturer goods | 1 |
| vii. | What is chosen by the management of a firm while making estimates of profits at different levels of production at different prices?   1. Quantum of production 2. Cash flow to the firm 3. Revenue to the firm 4. Best combination of production, volume and prices | 1 |
| Q4 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | The products which exist but the consumers do not want to purchase them as of now but might eventually purchase them as in the case of Life Insurance comes under which category.   1. New unsought product 2. Regularly unsought product 3. Homogenous product 4. Heterogeneous product | 1 |
| ii. | If a company prices its product just enough to cover the cost and maintain its facilities, the pricing objective is   1. Financial 2. Survival 3. Profit making 4. Cost covering | 1 |
| iii. | Name the component of product that enhances the total product personality.   1. Associated features 2. Logo 3. Package 4. Brand | 1 |
| iv. | Price is the only element in the marketing mix that produces \_\_\_\_\_\_\_\_\_. | 1 |
| v. | \_\_\_\_\_\_\_\_ are the products that consumers had not planned to buy but are persuaded at the last-minute pick up and put in their trolley or basket. | 1 |
| vi. | Bata Ltd. priced its range of shoes as Rs.1249, Rs. 5981, Rs. 2429 etc., Which of the following pricing techniques is adapted by Bata?   1. Deceptive pricing 2. Psychological pricing 3. Premium pricing 4. Dual Pricing | 1 |
| Q5 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | Which out of the following is not included in the components of a product?   1. Associated feature 2. Core product 3. Logo 4. Potential product | 1 |
| ii. | A cup of tea is priced differently by hotels and restaurants of different categories. Identify the pricing strategy.   1. Cost Oriented Pricing 2. Skimming pricing 3. Penetration Pricing 4. Perceived value pricing | 1 |
| iii. | When diverse products belonging to the same category are manufactured by a company but have different brand names is called --------.   1. Store brand 2. Family brand 3. Individual brand 4. Umbrella brand | 1 |
| iv. | Under ------- type of pricing there is an inverse relationship between the price and quantity of a commodity.   1. Cost-oriented pricing 2. Demand oriented pricing 3. Markup pricing 4. Break even pricing | 1 |
| v. | During which stage of product life cycle a marketer has to consider modifying the market, product and marketing mix to fight competition and take it closer to the customer so as to register adequate profits to remain in the business.   1. Introduction stage 2. Growth stage 3. Maturity stage 4. Decline stage | 1 |
| vi. | A firm that produces highly substitute goods can adopt which one of the following pricing strategy?   1. Going rate pricing 2. Product bundling 3. Penetrating pricing 4. Skimming pricing | 1 |
| Q6 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is involved is a company may purchase the raw material from a company and may sell the finished product to the same company.   1. Unsought products 2. Industrial products 3. Capital items 4. Reciprocal buying | 1 |
| ii. | \_\_\_\_\_\_\_\_\_\_\_ is a type of pricing companies sell a package or set of goods or services for a lower price than they would charge if the customer buys all of them separately. | 1 |
| iii. | In the maturity phase of PLC, a marketing manager should consider:   1. Dropping the product and moving on to the next product winner 2. Modifying the market, product and marketing mix 3. Pricing to penetrate the market 4. Stay in the same condition | 1 |
| iv. | All of the following are true about the price except:   1. Price is an element which generates revenue for an organization and determines its growth. 2. The term price denotes money value of a product 3. Price is not a key variable in a firm’s marketing plan 4. Price represents the amount of money that customers pay to the sellers to gain benefits of having or using a good or service | 1 |
| v. | If demand of a commodity increases with respect to previous supply, its price increases, and if supply of a commodity increases with respect to previous demand, its price falls. It is termed as -----.   1. Demand for the product 2. Supply for the product 3. Price elasticity of demand 4. Price reflections | 1 |
| vi. | With this firms can pass on increased production costs to its customers and generate a profit.   1. Market driven pricing 2. Competition-oriented pricing 3. Break-even Pricing 4. Markup 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 | According to trait theory, combining a set of observable traits into a group forms an individual’s personality. Explain any two global traits associated with work. | 2 |
| Q8 | Explain the importance of interpersonal skills of an entrepreneur. | 2 |
| Q9 | A person with a personality disorder thing, feels, behaves or relates to others very differently from the average person. Suggest the best steps to overcome personality disorders. | 2 |
| Q10 | Explain any two fear that an entrepreneur need to confront and find ways to move beyond them. | 2 |
| Q11 | There are five parameters that describe an individual’s personality. Enlist any four. | 2 |
|  | **Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)** |  |
| Q12 | Explain the types of brands based on ownership. | 2 |
| Q13 | Explain the meaning of price and pricing in marketing. | 2 |
| Q14 | Identify and explain the pricing strategy which sets prices primarily, according to the estimated value of a product or service to customer rather than according to the cost of the product. | 2 |
| Q15 | Define product. What are the main characteristics of product? | 2 |
| Q16 | If fixed expenses in a production unit are Rs. 1,62,000, variable cost per unit is Rs. 45 and the Selling price per unit is Rs. 60, find the BEP quantity? | 2 |
|  | **Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)** |  |
| Q17 | While setting the price of its product, i.e goods and services, the business takes into account various aspects of production. Explain any three key variables in a firm’s marketing plan. | 3 |
| Q18 | Explain the importance of product in marketing management. | 3 |
| Q19 | Pricing is not an end in itself but a means to achieve certain objectives. Based on this statement explain market related major pricing objectives. | 3 |
|  | **Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)** |  |
| Q20 | In India all the packaged foods sold are required to comply with the Food and Safety Regulations, 2011 issued by the Food Safety and Standards Authority of India functioning under the Ministry of Health and Family Welfare whereby the products require more extensive descriptions of their nature and use along with safety warnings, if any. Identify the concept discussed above and explain its role. | 4 |
| Q21 | Define Product Life Cycle. What are the different stages of PLC? Use the diagram. | 4 |
| Q22 | Consumers buying air tickets several months in advance typically pay less than consumers purchasing at the last minute. Based on the above statement explain the main Demand Oriented Pricing. | 4 |
| Q23 | Explain any four factors influencing the product mix. | 4 |
| Q24 | Name and explain the various factors affecting pricing which are within the control of a firm up to a certain extent | 4 |

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