|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
| **PB1/MKTQP/1223/A 27-NOV-2023**  **PRE BOARD EXAMINATION - I (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):  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. | Communication is a \_\_\_\_\_\_\_\_\_\_\_\_process in which persons communicate information or messages using language, symbols, signs, or action**.**  a. Two-Way process b. Three-Way process c. Four-Way process d. One-Way process | 1 |
| ii. | The\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, under the Ministry of Power, has launched an ‘electric vehicle programme’, which aims towards offering a comprehensive solution to facilitate the adoption of disruptive technology in India.  **a.** EESL (Energy Efficiency Services Limited)  b. EESL (Electric Efficiency Services Limited)  c. EESL (Essential Energy Services Limited)  d. None of the above | 1 |
| iii. | Mr Verma shares the computer in his office with other colleagues. He wants to make sure no one sees the financial data he saves on the computer. What should he do? a. Lock the computer in a cupboard b. Change the password of his computer so that no one can use it c. Apply password to the financial data sheet d. Leave it as it is and hope that no one will open it | 1 |
| iv. | Strong emotions, such as delight, surprise, wrath, or pain, are expressed using \_\_\_\_\_\_\_\_\_\_\_\_\_ words. They are punctuated by an exclamation mark at the end.  a. Article b. Conjunctions c. Prepositions d. Interjections | 1 |
| v. | Using \_\_\_\_\_\_\_\_\_\_\_\_\_\_ for drip irrigation is an eco-friendly way to irrigate the land. It uses water efficiently without any wastage. It is cheaper to build, and after 2–3 years it can be added to the soil as manure. a. Bamboo Channels b. Plastics Channels c. Cast Channels d. None of the above | 1 |
| vi. | Ms Sharma is a teacher and has just started using a computer spreadsheet instead of her manual marks register. She has entered the marks of her students in various subjects in a spreadsheet. Now, she wants to find out the total marks for each student. What should she do? a. She can use Sum function b. She can use + operator c. Both a) and b) d. None of the above | 1 |
| Q2 | **Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)** |  |
| i. | To which of the following are ‘order processing’ decision related.   1. Place 2. Product 3. Price 4. Promotion | 1 |
| ii. | Which of the following represents a depth strategy in product mix?   1. Expanding the product line by adding new categories 2. Entering new international market 3. The distribution channels used to sell product 4. Increasing the number of product variation within an existing product category | 1 |
| iii. | Generally, \_\_\_\_\_ determine what type of intermediary a manufacturer should use:  a. product characteristics, buyer consideration, and market characteristics b. internal environmental characteristics only  c. competitive conditions and government regulations  d. all controllable marketing factors | 1 |
| iv. | More companies are adopting the concept of \_\_\_\_\_\_\_\_, which carefully integrates and coordinates the company's many communication channels to deliver a clear, consistent, and compelling message about the organization and its brands. | 1 |
| v. | The price setting method which most closely corresponds to the concept of buyers’ perception of value and not the sellers cost is \_\_\_\_\_\_\_\_\_.  a) Cost-Plus Pricing  b) Going rate pricing  c) Perceived Value Pricing  d) Psychological Pricing | 1 |
| vi. | Which function of channel of distribution includes post purchase service and maintenance, financing, market information?   1. Transactional function 2. Distribution function 3. Logistical function 4. Facilitating function | 1 |
| vii. | If one of the firms in an industry sets the price of the product and all other  sells at the same price, it will be called:  a) Follow the leader pricing  b) Non-competitive pricing  c) Routine pricing  d) Non- discriminatory pricing | 1 |
| Q3 | **Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)** |  |
| i. | The least cost per customer is a feature of -------.  a. Sales promotion  b. Advertising  c. Personal selling  d. Public relations | 1 |
| ii. | Veena purchases the goods without planning or any search efforts. Identify the classification of goods.  a) Unsought  b) Impulse  c) Heterogeneity  d) Specialty | 1 |
| iii. | Manu, a retail shop owner usually offers a good, better and best assortment of products at different price levels. He sorts and sells the products based on economic choice, medium and high quality to the customers. Identify the pricing policy of Manu.  a) Psychological Pricing  b) Leader Pricing  c) Team Pricing  d) Price Lining | 1 |
| iv. | The element of promotion mix which involves giving short-term benefit  to customers in order to attract more customers is called\_\_\_\_\_ \_\_\_\_\_\_. | 1 |
| v. | Under which type of distribution channel Maruti Udyog sells its cars through company approved retailers like DD motors. Identify the channel.   1. One level channel 2. Two level channel 3. Three level channel 4. Zero level channel | 1 |
| vi. | A high priced branded electronic product should be sold in high end urban showrooms instead of rural markets; the promotion technique should be TV- advertising and not personal —selling, etc. this relates to one among the internal factors of pricing. Identify the same.   1. Objectives of the firms 2. Cost of the product 3. Product differentiation 4. Marketing mix | 1 |
| vii. | Name the type of communication that use the broadcast medium and print  media to reach the mass audience. | 1 |
| Q4 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | If the 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 |
| ii. | \_\_\_\_\_\_\_\_\_\_ refers to the process of keeping the goods, purchased from different places at a particular place. | 1 |
| iii. | Rixo Company, manufacturer of smart television entered into a formal agreement with the distributors of products, not to sell below the fixed price in any situation. Identify the concept of pricing stated here | 1 |
| iv. | 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.  a) Introduction stage  b) Growth stage  c) Maturity stage  d) Decline stage | 1 |
| v. | A company is operating at a break-even level of output producing 8,000 units. The selling price per unit ₹ 25 and variable cost is ₹ 20 per unit. The fixed cost of the company would be:  a) ₹ 40,000  b) ₹ 50,000  c) ₹ 16,000  d) ₹ 20,000 | 1 |
| vi. | Serenity is a manufacturer of outdoor fountains that are currently popular in gardens. Even though fountains represent a product category that does not sell year round due to inclement weather, Serenity's sales remain steady all year because it sells to wholesale distributors that stock the product. Serenity sells to wholesale distributors that perform \_\_\_\_\_ functions for the manufacturer.  a. financial  b. transactional  c. facilitating  d. logistical | 1 |
| Q5 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | Which modes of advertising are characterized by highlighting the limitations as zapping with remote control and with rapidly escalating advertisement cost?  a) Newspaper advertising  b) Radio advertising  c) TV advertising  d) Cinema advertising | 1 |
| ii. | The intensity of demand for the product would be different with different desires and wants. Identify the type of method of pricing.   1. Skimming Pricing 2. Perceived value pricing 3. Differential Pricing 4. Penetrating pricing | 1 |
| iii. | Due to CORONA pandemic lots of people are making online purchases. Every item bought and delivered are always with excess packaging and sometime non-biodegradable materials are used. All this is done to ensure safe delivery of the product. Identify the level of packaging used in online marketing.  a. Primary  b. Secondary  c. Transportation  d. Bulk packaging | 1 |
| iv. | Rado is a “high range” brand of the Swiss watch conglomerate Swatch Group. Rado was initially known for waterproof automatic models. Automatic Rado models featured a moving anchor logo on the dial, and this would become the symbol of the brand. Relate the product under one among the classification of consumer products.  a) Convenience products  b) Shopping products  c) Specialty products  d) Unsought products | 1 |
| v. | Educational institutions, training centers, and online courses providers often offer discounted rates for group enrollments. This is common in corporate training and continuing education programs. Identify the pricing policy. | 1 |
| vi. | A form of communication in which marketer persuades, informs and remind the customers as well as potential customers by written communication medium is called \_\_\_\_ \_\_\_\_\_\_. | 1 |
| Q6 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | The product brand of shampoo comes in different categories for different hairs. The label on the shampoo depicts whether the shampoo is for dry hair, or for oily hair or for normal hair. Identify the function of labelling in the above example.   1. Provide the description of the product 2. Identifies the product or brand 3. Grading of the product 4. Promotion of the product | 1 |
| ii. | ----- is a broad set of guidelines which makes use of advertising, annual reports, brochures, event sponsorships, and undertaking social projects like helping poor and environment to build or maintain a favourable image with its various publics.  a) Sponsorship  b) Public Relations  c) Personal selling  d) Direct marketing | 1 |
| iii. | Name the marketing intermediary who is an independent individual or company and whose main function is to act as the primary selling arm of the producer and represent the producer to users. | 1 |
| iv. | Suraj is a small entrepreneur involved in the manufacturing of hair wax. He finds that the cost of production of 100 gm of hair wax is Rs.250. He has decided to keep a margin of 15% as profit. Which pricing strategy is used by Suraj? | 1 |
| v. | 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.  a) New unsought product  b) Regularly unsought product  c) Homogenous product  d) Heterogeneous product | 1 |
| vi. | Suraj is a small entrepreneur involved in the manufacturing of hair wax. He finds that the cost of production of 100 gm of hair wax is Rs.250. He has decided to keep a margin of 15% as profit. Which pricing strategy is used by Suraj?   1. Cost-Plus pricing 2. Premium Pricing 3. Discriminatory pricing 4. Skimming 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 | What are the different factors that affect active listening? | 2 |
| Q8 | What is the BIOFUEL policy? | 2 |
| Q9 | What are the various advanced features used in a digital presentation? | 2 |
| Q10 | ‘Writing is constructed by putting sentences in sequence so that they are understandable.’ In view of this statement explain the types of sentences. | 2 |
| Q11 | Explain the ways to reduce the amount of waste in Industries? | 2 |
|  | **Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)** |  |
| Q12 | There may be an understanding between a paper mill and a stationary shop by which the former will supply the paper required by the latter and the latter will provide stationery items needed by the former. Identify the type of product discussed here and explain the features highlighted in this statement. | 2 |
| Q13 | Differentiate Push and Pull strategy in promotion mix with an example. | 2 |
| Q14 | Differentiate between product differentiation and product diversification. | 2 |
| Q15 | During World War II Bourn Vita was in short supply, yet the company continued to advertise. Based on this example explain the main functions of promotion in marketing. | 2 |
| Q16 | Discuss the core, tangible and augmented product for your favorite brand of toothpaste. | 2 |
|  | **Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)** |  |
| Q17 | Identify the intermediary who is similar to a wholesaler and acquires the tile of products. Distinguish between the above intermediary and agent. | 3 |
| Q18 | This should be the period of rapid growth in both sales and profit for your product or service. Your Profits should rise through an increase in output and more competitive pricing. You should consider maintaining product quality and adding features or support services for the product. Identify the PLC stage and explain the marketing strategy to be followed. | 3 |
| Q19 | ‘Retail stores or retailers have strategic importance as a channel of distribution.’ In view of this statement explain any six functions performed by them. | 3 |
|  | **Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)** |  |
| Q20 | Channels of distribution help in smooth flow of goods by creating possession, place and time utilities. Explain the functions performed by the middlemen in distribution channels. | 4 |
| Q21 | What is promotion mix? If you happen to be the promotion manager of Dabur India to launch a new health drink in India Metros, what factors will you keep in mind while setting the promotion mix? | 4 |
| Q22 | Rayan bought a pain-relieving ointment after seeing it being displayed in the chemist's shop. The appointment tube was packed in a cardboard box. Identify the different level of packaging of the pain-relieving medicine when it was purchased by Rayan. Also explain the functions of packaging. | 4 |
| Q23 | You are a leading publisher of educational books. Explain the factors that will guide you in selecting the route to sell your book if the ‘product’ is to be focused. | 4 |
| Q24 | Promotion focuses on communicating with the target market. It includes the integrated marketing communication, the process of communication and the promotion mix or the tools to promote product, service or idea. Identify the main promotional tools in the market. Explain with examples. | 4 |

\*\*\*