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| **PB1/MKTAK/1223/A 27-NOV-2023** | |
| **PRE BOARD EXAMINATION – I (2023-24)**  **ANSWER KEY** | |
| **Subject: Marketing**  **Grade: XII** | Max. Marks: 60Time: 3 Hours. |

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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. | a. Two-Way process | 1 |
| ii. | **a.** EESL (Energy Efficiency Services Limited) | 1 |
| iii. | c. Apply password to the financial data sheet | 1 |
| iv. | d. Interjections | 1 |
| v. | a. Bamboo Channels | 1 |
| vi. | c. Both a) and b) | 1 |
| Q2 | **Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)** |  |
| i. | a. Place | 1 |
| ii. | d. Increasing the number of product variation within an existing product category | 1 |
| iii. | 1. product characteristics, buyer consideration, and market characteristics | 1 |
| iv. | Integrated marketing communications | 1 |
| v. | c. Perceived Value Pricing | 1 |
| vi. | d. Facilitating function | 1 |
| vii. | 1. Non-competitive pricing | 1 |
| Q3 | **Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)** |  |
| i. | c. Advertising | 1 |
| ii. | b) Impulse | 1 |
| iii. | d) Price Lining | 1 |
| iv. | Sales Promotion | 1 |
| v. | 1. One level channel | 1 |
| vi. | 1. Marketing mix | 1 |
| vii. | ATL | 1 |
| Q4 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | 1. Price elasticity of demand | 1 |
| ii. | Warehousing | 1 |
| iii. | Resale Price Maintenance | 1 |
| iv. | c.Maturity stage | 1 |
| v. | a. 40,000 | 1 |
| vi. | 1. logistical | 1 |
| Q5 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | c. TV advertising | 1 |
| ii. | c.Differential Pricing | 1 |
| iii. | c.Transportation | 1 |
| iv. | c.Specialty products | 1 |
| v. | TEAM PRICING | 1 |
| vi. | Media advertising | 1 |
| Q6 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | c.Grading of the product | 1 |
| ii. | 1. Public Relations | 1 |
| iii. | **Agent** | 1 |
| iv. | Mark Up pricing | 1 |
| v. | Regularly unsought product | 1 |
| vi. | a. 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 | What are the different factors that affect active listening?  a. Eye contact – It is a form of body language. It’s one of the most important components of the entire communication process. Maintaining eye contact with the person you’re speaking to sends a signal to the speaker that “Yes, I am talking to you or listening to you”. Avoiding eye contact could indicate that you don’t want to hear what the other person has to say.  b. Gestures –These indicate to the speaker if you are listening or not. Keep your hand and feet still while talking to someone.  Avoiding Distractions – You need to identify the things that distract you. You must physically remove the distractions in order to listen attentively. | 2 |
| Q8 | The Government of India’s new biofuel policy, which was announced on August 10, 2018 focusses on initiatives for enhanced use of biomass so as to improve the availability of ethanol through starch and sugar-based feedstock, develop ethanol technologies and increase the production of biodiesel for blending.  Biofuels, such as BioCNG, Bio-methanol, and other biofuels made directly or indirectly from organic material, can create green jobs. | 2 |
| Q9 | The various advanced features used in a digital presentation are – **a. Inserting shapes in presentation –** You can insert different types of shapes in digital presentation like arrow, rectangle, circle, etc. **b. Inserting clipart and images in presentation –** A picture speaks a thousand words. We use a lot of images in a presentation to make it simple and interesting. **c. Changing slide layout –** The default layout of a LibreOffice Impress slide contains one textbox for the title and one for content. Layout helps to arrange the slide content in an organized way. | 2 |
| Q10 | Simple sentence A simple sentence is one that has only one subject and one predicate or has only one finite verb.  Complex sentence A complex sentence is one, which consists of two or more coordinate clauses, joined by a coordinating conjunction. As you have studied in English classes, almost all sentences have a subject and a verb. Some also have an object. | 2 |
| Q11 | Some of the ways where we can reduce the waste in the Industries are –  a. Reusing scrap material – For example, In paper mills, damaged rolls are returned to the beginning of the production process and used as raw material. Off-cuts and scrap from the production of plastic objects are repurposed into new products.  b. Ensuring quality control – If product quality is maintained, the number of rejected products will decrease, resulting in less waste. Automated monitoring technology is use, which can aid in the early detection of production issues.  c. Waste exchange – This is where the waste product of one process becomes the raw material for another. It represents the way of reducing waste disposal through re-use.  d. Managing e-waste – With advanced technology, we have also encountered problems in managing e-waste such as outdated phones, laptops, and television sets.  e. Use of eco – friendly material – Scientists have discovered a variety of environmentally friendly materials, such as banana leaves and disposable paper plates, among others. These should be made widely available and their use needs to be encouraged. | 2 |
|  | **Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)** |  |
| Q12 | Industrial Products:  The Products used as inputs to produce consumer products are known as industrial products. They are used for non-personal and business purposes. Examples being raw materials, tools, machinery, lubricants etc.  Reciprocal buying is involved is a company may purchase the raw material from a company and may sell the finished product to the same company. | 2 |
| Q13 | Push and Pull Strategies: The purpose of promotion is to motivate and persuade not only the ultimate consumers, but also the intermediaries involved who make available goods finally to consumers.  If the strategy adopted is to motivate and persuade the intermediaries’ to make effort to increase the sales the strategy is called push strategy. The push strategy is closely related to the “Selling Concept”. It emphasizes more of personal selling (hard selling)along with advertising and other trade promotional measures. The manufacturer promotes goods to wholesalers, wholesalers in turn promote to the retailers and retailers persuading the consumers to buy.On the other hand, the pull Strategy emphasizes on consumers. If the customer demands particular goods from the retailer and the retailers want the same from the wholesalers  and the wholesalers in turn asking the manufacturers to provide that kind of goods. Thus here it is the customer to wholesaler who is pulling the cord. The advertising by the manufacturer may persuade the consumer to ask for the goods to their retailers. Retailers in turn will ask the wholesalers and the wholesalers to manufacturer. The pull strategy  works well during recession. The marketing manager will have to decide whether to use push or pull strategy. Customer-targeted marketing communications are pull type communications. The objectives of pull marketing communication are to build awareness, attraction, and loyalty and to reduce search costs. When pull communications are successful, customers will seek out certain products or services and, in essence, by the interest they create, pull the product through the channel. On the other hand, push communications are directed at channel intermediaries. The objective is to motivate channel intermediaries to carry certain products to make available to customers. If successful, push communication strategies result into a wider range of availability, fewer stock-outs, greater merchandising (shelf space), and a greater marketing effort than would have been achieved with little or no push communication. However, to be more successful, a combination of the two is required. | 2 |
| Q14 | PRODUCT DIFFERENTIATION: Product differentiation is the modification of a product to make it more attractive to the target market. This involves differentiating it from competitors ‘product as well as own product offerings. Three things that continuously change in product differentiation are PRODUCT QUALITY, PRODUCT DESIGN, and PRODUCT SUPPORT SERVICES:   PRODUCT DIVERSIFICATION:  Product Diversification refers to the product expansion either in the depth and/or in width. Depth of product-line implies the assortment of colors, sizes, designs, quality, stability, etc. It refers to adding a new product to the existing product line or mix. e.g. -Godrej Company used to manufacture cupboards, locks, safes, refrigerators etc. on a large scale but has now diversified into cosmetics, soaps etc | 2 |
| Q15 | 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 | 2 |
| Q16 | Core Product:  The core product of Colgate toothpaste is the primary benefit it offers to consumers. In this case, the core product would be oral hygiene and dental care. It's the fundamental reason consumers buy toothpaste – to maintain healthy teeth, prevent cavities, freshen breath, and protect against oral health issues.  Tangible Product:  The tangible product of Colgate toothpaste includes the physical attributes and features of the product. This encompasses the specific formulation, packaging, and design of the toothpaste. For Colgate, this would involve aspects like the fluoride content, whitening properties, minty flavor, the specific color of the paste or gel, and the various sizes and types of packaging (e.g., tubes, pumps, etc.).  Augmented Product:  The augmented product goes beyond the physical and includes additional features that accompany the core and tangible product, providing additional value to the consumer. For Colgate, the augmented product might include elements such as customer service, branding, and additional benefits. This could involve the brand's reputation for dental expertise, the availability of different variants catering to specific oral care needs (sensitive teeth, enamel protection, etc.), and any after-sales support or guarantees provided by the brand.  The core product provides the fundamental benefit (oral hygiene), the tangible product covers the physical attributes and features of the toothpaste itself, and the augmented product includes the additional value and benefits beyond the basic features that Colgate offers to its customers. | 2 |
|  | **Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)** |  |
| Q17 | Distributors: Distributors are similar to wholesalers, but with one key difference. Wholesalers will carry a variety of competing products, for instance Pepsi and Coke products, whereas distributors only carry complementary product lines, either Pepsi or Coke products. Distributors usually maintain close relationships with their suppliers and customers. Distributors will take title to products and store them until they are sold. Retailers: The retailer will sell the products it has purchased directly to the end user for a profit. A retailer takes title to, or purchases, products from other market intermediaries. Retailers can be independently owned and operated, like small “mom and pop” stores, or they can be part of a large chain, like Aditya Birla’s More Mega Stores. | 3 |
| Q18 | MARKETING STRATEGIES IN MATURITY STAGE 1. Product managers have to play avital role for carving a niche within a specific market segment through enhanced service, image marketing and by creating new value image and strengthening through repositioning. 2. They should also 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 busines | 3 |
| Q19 | Function of Retailers  Retail stores or retailers have strategic importance as a channel of distribution. They perform the following function:   Collection of goods: Retailers purchase and collect goods from large number of wholesales and manufactures to meet the needs of the ultimate consumers.   Time Utility: Retailers keep a large number of products of different varieties in stock to sell them to the customers whenever they require. Thus, they create time in searching variety of products.   Transportation: Retailers perform transportation function by carrying the goods from the wholesaler and handing them over to the ultimate consumers. Sometimes, they also provide free home delivery of products to the customers.   Financing: Retailers sell the goods on credit to the consumers and thus they increase their short-term purchasing power. In this process, they undertake the risk of bad debts.   Customer Education: Retailers educate the customers by informing them about the availability and diverse uses of new products along with their demonstration.   Spokesperson of Customers: Retailers act as the spokesperson or agents of the customers. They communicate the needs or demands of their customers to the wholesalers and manufactures. Thus, they help the customers in getting the want-satisfying products and help the manufacturers in producing the products which are desired by the customers. | 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. The functions performed by the middlemen in distribution channels may be grouped into three categories as follows:  1) Transactional Functions  2) Logistical Functions  3) Facilitating Functions | 4 |
| Q21 | PROMOTION meaning  Factors affecting the selection of Promotion Mix   1. Push and Pull Strategies 2. Product Features 3. Stage of the Product Life Cycle: 4. Buyer Readiness 5. Type of Buyer: 6. Type of Distribution: 7. Promotion Objectives, Budget, Cost and Availability of Media: 8. Digital Dimension | 4 |
| Q22 | FUNCTIONS OF PACKAGING Packaging should perform the following basic functions: 1. Protection The basic function is to protect the products from the vagaries of weather the product can be exposed to, in transit from the manufacturer’s plant to the retailer’s shelves and issues related to handling the product while on display on the shelves. The reasons for protection for products through packaging are: ♣ Control pilferage during transit or storage ♣ Prevent the absorption of moisture ♣ Avoid breakage/damage due to rough mechanical or manual handling during transit. ♣ Protect liquid from evaporation. 2. Appeal The emergences of self-service outlets have forced manufacturers to have attractive packaging. The following characteristics have been identified to help a package perform the self-selling tasks: ♣ It helps in attracting attention of the customer ♣ It helps to enhance the product image ♣ It helps in the product looking and hygienic 3. Performance This is the third function of a package. It should perform the task for which it is designed. Bottled water has been introduced in 500 ml to 20 litres bottles. The purpose and place of use is the deciding factor in the purchase of various packs. A package must be made to consistent and rigid quality standards as the consumer demands uniformity each time he purchases a product. 4. Packaging for convenience It provides convenience to distribution channel members, such as wholesalers, retailers and consumers. The convenience will relate to handling and stocking of packages. It helps in the following ways: ♣ The package must be convenient to stock ♣ The package must be convenient to display ♣ The package must not waste shelf-space. ♣ The package can be easily carried. ♣ It should be easy to dispose off. 5. Cost-effectiveness The package finally must be cost-effective. Packaging cost as a percentage of product cost differs from one industry to another. It is essential to understand that while analyzing packaging costs, the other costs like handling, storage, insurance and transit costs are also added. | 4 |
| Q23 | Factors Pertaining to the Product  Keeping in view the nature, qualities and peculiarities of the product, could only the channel for distribution be properly made. The following factors concerning the product, affect the  selection of the channel of distribution:   Price of the Product. The products of a lower price have a long chain of distributors. As against it, the products having higher price have a smaller chain. Very often, the producer himself has to sell the products to the consumers directly.   Perishability. The products which are of a perishable nature need lesser number of the intermediaries or agents for their sale. Under this very rule, most of the eatables (food items), and the bakery items are distributed only by the retail sellers.   Size and Weight. The size and weight of the products too affect the selection of the middlemen. Generally, heavy industrial goods are distributed by the producers themselves to the industrial consumers.   Technical Nature. Some products are of the nature that prior to their selling, the consumer is required to be given proper instructions with regard to its consumption. In such a case less of the middlemen arc) required to be used.   Goods Made to Order. The products that are manufactured as per the orders of the customers could be sold directly and the standardized items could be sold off only by the middlemen.   After-Sales Service. The products regarding which the after-sales service is to be provided could be sold off either personally or through the authorized agents. | 4 |
| Q24 | 1. Price Promotions:Indian print and electronic media are often full of such advertisements and these promotions include - Up to 51% off. i.e., cutting down price through discounts. In India this is very popular especially at the end of season. • Extra Fill Packs - 20% extra free, i.e., extra fill without any additional charge. • Free Offers - Buy two pieces and one piece is free, i.e., extra unit free. • Reduced Shelf Price - The most common form of price promotion is reduced Shelf Price. • Reduced Price Offers( RPOs) - RPO are flashed on-pack, offering a saving (Rs 10) or a price slashed through and a lower price given. • Cash Rebates -The customer is invited to collect tokens from a number of packs and send them to receive cash voucher. • Cash Share-Out - A sum of fixed money is divided among all those returning the requisite number of proofs of buying the product or service. • Discounts -On single unit of higher value purchase sales through discount coupons is made. • Repurchase Offers-Manufacturers of consumer durables, like cars, fridges, stereos are offered a commitment by them to buy back at a specified in the future. • Frequent-user incentive -Most of the airlines offer this facility to their fliers. Economy class fliers can use free miles to upgrade their tickets. • Coupons -Issue of coupons is very popular way of sales promotion. • Sale -A sign on store item ‘sale’ can increase sales by 50%, even if the price is unchanged • Finance Deals -Many manufacturers, especially, the consumer durables, give either interest free facility or finance at low rates to buy the product.  2. Prize Promotions: Prize Promotions include free prize draws,sweepstakes, and competitions. • Free Prize Draws (and lotteries): It involves putting the names of all the entrants in a computer and deciding winners by chance. • Sweepstakes/Games: “A sweepstake is a contest where the distribution of prizes is dependent on random distribution of predetermined winning tickets.” The participants exercise no control. • Competitions:A competition is a contest where the winner is determined on the basis of exercise of skill. 3. Premium Promotions:In this kind of sales promotion, the benefit comes with an item of merchandise. It may be On-packet Offers, with Purchase Premiums, Free Mail-Ins, Partner Promotionsand Tailor-Made offers. 4. Off-the Shelf Offers:The leading off-the-shelf offers can be: • Free Accommodation - Particularly for hotel industry, the offer now extends to be “two nights for price of one. • Holiday Vouchers - Some companies give cash discount, travellercheques, duty-free shopping voucher, etc • Discount coupons: In India firms like include Snapdeal.com, Sodexo,etc provide discount coupons which can be redeemable. Snapdeal.com provides discount vouchers for health and beauty, entertainment and adventures, mobiles, apparel, lifestyle, electronics and travel categories. • Two-for One Flights:Especially budget airlines offer this facility. • Insurance Offers - Mostly the car manufacturers provide free insurance for the first year as part of sales promotion during slack season. 5. Hybrid Sales Promotion: Today many companies of different countries try to improve their image through Trade Fairs. | 4 |

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