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| **Answer key** | | | | | | | | | | | | | |
| **Pre Board** | | | | | | | | | | | | | |
| **Subject: Business Studies**  **Grade: XII** | | | | | | Max. Marks:35Time: | | | | | | | |
| **Name:** | | | | | | | | | | | **Section:** | **Roll No:** | |
| ***General Instructions:***   * This question paper contains 34 questions. * Marks are indicated against each question. * Answer should be brief and to the point. * Answers to the questions carrying 3 marks may be from 50 to 75 worlds. * Answers to the questions carrying 4 marks may be about 150 worlds. * Answers to the questions carrying 6 marks may be about 200 worlds. * Attempt all parts of the questions together. | | | | | | | | | | | | | |
| 1 | Marketing is called a \_\_\_\_\_\_\_\_\_\_process because it involves interaction of buyers and sellers. | | | | | | | | | | | | 1 |
|  | a | Economic | | | | | b | | | Technological | | |  |
|  | c | **Social** | | | | | d | | | Production | | |  |
| 2. | Assertion (A)Personal selling is called a dialogue.  Reasoning (R)Personal selling is possible through face-to-face contact and communication with customers. | | | | | | | | | | | | 1 |
|  | a | | Both are correct and (R) is the correct explanation of (A) | | | | b | | | Both are correct but (R) is not the correct explanation of (A) | | |  |
|  | c | | Both statements are incorrect | | | | d | | | (A) is correct but (R) is incorrect | | |  |
|  | a)Personal selling is possible with face to face communication | | | | | | | | | | | |  |
| 3 | Hena is planning to set up a small manufacturing unit for manufacturing eco-friendly packaging material. She has decided to market her products through the conventional channel of distribution, which involves wholesalers and retailers. Identify the channel of distribution being adopted by the company. | | | | | | | | | | | | 1 |
|  | a | | | Zero level channel | | | | b | | Three level channel | | |  |
|  | c | | | **Two level channel** | | | | d | | All of the above | | |  |
| 4 | Sales promotion is helpful in making effective | | | | | | | | | | | | 1 |
|  | a | | | | Personal Selling | | | | b | Advertisement | | |  |
|  | c | | | | **Both a &b** | | | | d | None of the above | | |  |
| 5 |  | | | | | | | | | | | | 2 |
|  | Customer Support Services:  A very important function of the marketing management relates to developing customer support services such as after sales services, handling customer complaints and adjustments, procuring credit services, maintenance services, technical services and consumer information. All these services aim at providing maximum satisfaction to the customers, which is the key to marketing success in modern days. Customer support services are very effective in bringing repeat sales from the customers and developing brand loyality for a product | | | | | | | | | | | |  |
| 6 |  | | | | | | | | | | | | 2 |
|  | The just promotion tool which brought Rajiv to the shop is advertisement and the promotion tool required now is personnel selling. | | | | | | | | | | | |  |
| 7 |  | | | | | | | | | | | | 3 |
|  | Functions of marketing, with reference to the above paragraph, are:  1. Gathering and analyzing market information:  2. Standardization and Grading  3. Branding | | | | | | | | | | | |  |
| 8 |  | | | | | | | | | | | | 3 |
|  | a. Labeling and Packaging are the two important decisions related to a product.  b. The four features of a good brand name are stated below:  1. The brand name should be short, easy to pronounce, spell, recognize and remember  e.g., Ponds.  2. A brand should suggest the product’s benefits and qualities e.g. Sunsilk.  3. A brand name should be distinctive e.g., Lotus.  4. It should be capable of being registered and protected legally | | | | | | | | | | | |  |
| 9 |  | | | | | | | | | | | | 3 |
|  | 1. The component of the marketing mix is discussed in the above liens is a place /  physical distribution.  2. The two main decisions involved in physical distribution are:  1. Physical movement of goods from producers to consumers  2. Choice of channels of distribution  1. Indirect channel of distribution has been adopted by HUL. It is a two-level channel  i.e. (Manufacturer – wholesaler – retailer – consumer) | | | | | | | | | | | |  |
| 10 |  | | | | | | | | | | | | 4 |
|  | 1. Production concept  2. Product concept  3. Selling concept  4. Marketing concept | | | | | | | | | | | |  |
| 11 |  | | | | | | | | | | | | 4 |
|  | The combination of variables used by Haldiram to prepare its market offering are:  1. Product  ‘Their products include chips, biscuits, sweets squashes.’  2. Price  ‘It offers regular discounts to its customers and easy credit terms to its retailers’.  3. Place / Physical Distribution  ‘It has five of its own retail shops.’  or  ‘It also sells its products through various grocery stores …right time.’  4. Promotion  ‘It regularly uses different communication tools to increase its sales.’ | | | | | | | | | | | |  |
| 12 |  | | | | | | | | | | | | 5 |
|  | a. Pricing is the function of marketing is performed by Suraj.  b. The two factors that he is taking into consideration while performing the pricing  function are as follows.  1. Cost of product:  2. Degree of competition | | | | | | | | | | | |  |
| 13 |  | | | | | | | | | | | | 5 |
|  | a. Public Relations is being used as a promotional tool by the marketer. It refers to the  practice of managing communication between an organization and its publics in order  to create the maintain a positive image about itself and its products.  b. The role of public relations as a promotional tool is described below:  1. Public relations helps to create a positive image about the company in the eyes of  various interest holders like consumers, government, suppliers etc.  2. It helps in launching new products as they may be accepted easily because of good  reputation of business.  3. It helps the business to reinstate itself in the wake of controversies or prejudices etc. | | | | | | | | | | | |  |