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| **PT1/BSQP/1222/A 23-MAY-2022** | | | | | | | | | | | | | |
| **PERIODIC TEST I - (2022-23)** | | | | | | | | | | | | | |
| **Subject: Business Studies**  **Grade: XII** | | | | | | Max. Marks:35Time: 1 Hr 20 Mins | | | | | | | |
| **Name:** | | | | | | | | | | | **Section:** | **Roll No:** | |
| ***General Instructions:***   * This question paper contains 13 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 5 marks may be about 200 worlds. * Attempt all parts of the questions together. | | | | | | | | | | | | | |
| 1 | Mr. Bharath is working as a marketing head in Swastik Colour TV Ltd., which has 20 percent of the current market share in the country. He aims at enhancing his market share to 30 percent in the next three years. He will have to develop a complete marketing plan covering various important aspects including the plan for increasing the level of production, promotion of the products etc and specify the action programmes to achieve these objectives.  Identify the function of marketing highlighted in the above case: | | | | | | | | | | | | 1 |
|  | a | Marketing planning | | | | | b | | | Packing and labelling | | |  |
|  | c | Product designing and development | | | | | d | | | Standardisation and Grading | | |  |
| 2. | Maruti Udyog, a car manufacturing Company has started its business with Maruti 800 and slowly launched Maruti-1000, Maruti-R etc., and offered various services like after sales service, availability of spare parts etc., Identify the element of marketing mix referred here. | | | | | | | | | | | | 1 |
|  | a | | Product | | | | b | | | Price | | |  |
|  | c | | Place | | | | d | | | Promotion | | |  |
| 3 | Rohit wanted to purchase a fuel-efficient car having the latest standards regarding minimization of pollution. He saw an advertisement offering such a car and visited the showroom of the company wherein the car was displayed. In his discussion, the Marketing manager told him that the company is providing credit facilities, maintenance services and many other effective services which are helping in bringing repeat sales and developing brand loyalty.  The marketing function performed here is\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | | | | | | | 1 |
|  | a | | | Marketing planning | | | | b | | Gathering and analyzing Market information | | |  |
|  | c | | | Standardizing and grading | | | | d | | Customer support services | | |  |
| 4 | “Most people think selling” is the same as “talking”. But the most effective salespeople know that listening is the most important part of their job.  Identify the communication tool used by the marketer in the above given statement. | | | | | | | | | | | | 1 |
|  | a | | | | Advertising | | | | b | Personal Selling | | |  |
|  | c | | | | Sales Promotion | | | | d | Public Relations | | |  |
| 5 | State and explain any two merits of advertising. | | | | | | | | | | | | 2 |
| 6 | The package of Pepsodent toothpaste mentioned, ‘Free Toothbrush Inside’.  State the labelling function being performed in the given statement. Briefly explain the same. | | | | | | | | | | | | 2 |
| 7 | Ranger India Limited, is an automobile manufacturer in India. It makes 1.5 million family cars every year. That’s 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:  Identify, draw and explain the type of the channel of distribution adopted by the company. | | | | | | | | | | | | 3 |
| 8 | Arnav is a distributor of tea. He distributes the same to far off places in India. He has opened a company which deals in tea selling. He has categorized his tea to be sold into three categories: Green, Yellow and Red. His brother Ramesh on the other hand is running a mobile manufacturing company. His company strictly produces mobile according to the predetermined specifications. The mobiles of each variety are of same size, looks and performance.   1. In the above case which function of marketing has been highlighted? (1 mark) 2. Briefly explain the same. (2 marks) | | | | | | | | | | | | 3 |
| 9 | Shobha Reality, the property development arm of the construction and engineering giant Shobha in a recent report to the media shared that it is betting on bigger and better projects providing greater benefits to the customers, lower prices and faster execution to boost its growth. The spokesperson of the company informed the media that besides the innovative features, quality and brand, the fair pricing followed by the company is also a hit with the buyers. He said that the company is also focusing on accurate, speedy and timely delivery. Proper communication with the market was being maintained through advertising. Even dealers were to be offered incentives to boost the sales.  The above para describes the combination of variables used by Shobha Reality to prepare its market offering. Identify and briefly explain any two variables. | | | | | | | | | | | | 3 |
| 10 | A company was marketing ‘water purifiers’ which were very popular due to their quality and after sales services provided to the customers. The company was a leading company in the market and earning huge profits. Because of huge profits the company ignored the after sales services. As a result, its relations with the customers got spoiled and the image of the company was damaged in the public. Top management became concerned when the profits for the current quarter fell steeply. On analysis it was revealed that ignoring the after sales services was its reason. Therefore, the company took all possible measures to protect and promote its favorable image in the eyes of the public. As a result, the goodwill of the company improved in the society.  (a)Name and state the communication tool used by the marketer in the above case to improve its image.  (b) Also explain any three roles of the tool as identified in part (a). | | | | | | | | | | | | 4 |
| 11 | Marketing may have one of the worst ethical reputations in business, often because marketing is seen as pushing products on people who may not need them, promoting products with half-truths and pricing products unfairly”. On the basis of the given statement explain the limitations of advertising. | | | | | | | | | | | | 4 |
| 12 | After acquiring the necessary knowledge and skills on starting an Aloevera Farm, Ankit wanted to be the leading manufacturer of Aloevera products worldwide. He observed that the products were expensive as the demand of the products was more than the supply. He was also keen to promote methods and practices that were economically viable, environmentally sound and at the same time protecting public health.  Ankit’s main consideration was about the amount of money paid by the consumers in consideration of the purchase of Aloevera products. He also thought that competitors prices and their anticipated reactions must also be considered for this.  After gathering and analysing information and doing correct marketing planning, he came to know that the consumers compare the value of a product to the value of money which they are required to pay. The consumers will be ready to buy a product when they perceived that the value of the product is at least equal to the value of money which they would pay.  Since he was entering into a new market, he felt that he may not be able to cover all costs. He knew that in the long run, the business will not be able to survive unless all costs are covered in addition to a minimum profit.  He examined the quality and features of the products of the competitors and the anticipated reactions of the consumers. Considering the same, he decided to add some unique features to the packaging and also decided to provide free home delivery of the products.  The above case relates to a concept which is considered to be an effective competitive marketing weapon. In conditions of perfect competition, most of the firms compete with each other on this concept in the marketing of goods and services.  (a) Identify the concept. (1 mark)  (b) Explain briefly any four factors discussed in the above case related to the concept so identified. (4 marks) | | | | | | | | | | | | 5 |
| 13 | Identify the marketing management philosophy involved in the following cases:   1. Geetika scooters are the leading manufacturers of scooters in the industry. They have the first mover advantage in the industry. When they started manufacturing scooters no other company was doing it. They manufacture scooters and the middle class purchases them in a high number. With each passing year the number of scooters sold is increasing. The company’s main concern usually is to produce maximum number of scooters. Company’s profit is governed by the maximum number of scooters they produce. 2. Aman microwaves Ltd., produces microwaves but they do not try to understand the needs of the customers. Their main focus is always on the quality of the product but never on customer requirement. They try’ to include as many features as possible in their product. This year they have added a special type of alarm in their product which is a unique feature. The alarm is available in ten varieties. However, the customers say that the product is not of much use to them as it consumes a lot of electricity. 3. ABC coolers is a very progressive company. The owners of the company feel that unless and until they contribute to society it is worthless to exist as a company. In a recent move by the government the organisation has decided to help it. The organisation will be making five teams of hired environmentalists from foreign countries. This team will help the local people clean the portions of a polluted river in the country. The costs of this project will be borne by the company. 4. Rajesh is a manager in a company. His main area of focus is to generate revenue for the company through repeated sales. He decides to develop a product for the company which can generate revenue in the long run. For this he meets a team of R&D (Research & Development) of his company. After a long meeting they decide to do survey. Based on the survey a product is made to fulfill needs pf the customers. The product later produces a lot of revenue through repeated sales in the long run. 5. A company decides to do promotion for a new chips flavour. For this many contests are organized in different colleges. The youth is the target market for the chips makers. However, there hasn’t been proper research about the liking of the flavour among the youth. The company has launched this product based only on intuition. The company has decided to go ahead with the promotional campaign even if there is a negative response from the buyers. | | | | | | | | | | | | 5 |

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