|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | |
| **Periodic Test 1 (2022-23)** | | | | | | | | | | | | | |
| **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 | | | 1. is correct but (R) is incorrect | | |  |
|  |  | | | | | | | | | | | |  |
| 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 | Yogesh buys a new laptop for his son Mukesh on his birthday from a company-owned retail outlet. After a few months, some parts of the laptop get damaged in a road accident. Yogesh approaches the dealer to get the damaged parts replaced with the new ones. But, he is told that the company does not provide any after sale service to the customers. Yogesh feels very dissatisfied as a consumer and woes that he will never buy this companies product ever again.  In the context of above case: Identify and explain the function of marketing being ignored by the company | | | | | | | | | | | | 2 |
|  |  | | | | | | | | | | | |  |
| 6 | Mr. Rajiv wants to buy LCD T.V. for his family. Now he has come to Jagota Electronics, Model Town, after coming to shop he get confused. Write the name of the promotion tool which has brought him to the shop and the promotion tool needed now. | | | | | | | | | | | | 2 |
|  |  | | | | | | | | | | | |  |
| 7 | Rachel was a student of Business Studies of Call XII. Her father was a farmer who grew different varieties of rice and was well-versed in various aspects of rice cultivation. He was also selected by the government for a pilot project on rice cultivation. As a Project worker in Business Studies, she decided to study the feasibility of marketing good quality rice at a reasonable price. Her father suggested she use the internet to gather customers’ views and opinions. She found that there was a huge demand for packaged organic rice. She knew that there was no pre-determined specification in the case of rice because of which it would be difficult to achieve uniformity in the output. To differentiate the product from its competitors, she gave it the name Malhar Organic Rice’ and classified it into three different varieties namely – Popular, Classic, and Supreme, based on the quality. She felt that these names would help her in product differentiation.  Identify and state the three functions of marketing, with reference to the above paragraph | | | | | | | | | | | | 3 |
|  |  | | | | | | | | | | | |  |
| 8 | Arvind is planning to start a company manufacturing room fresheners. He intends to  use natural fruit extracts for adding fragrance to them. He estimates an investment of Rs.  20 crores to set up the factory. As it is difficult for him to raise the entire capital amount  alone, he gives a partnership offer to his school friend, Sanjay who is an angel investor.  Sanjay, after being convinced about the feasibility of the project, accepts his offer. Sanjay  tells Arvind that they should also focus on other important decisions related to the product  ‘room fresheners’ besides deciding about its features, variety and quality. Branding is one  of the important such decision.  In the context of above case:   1. Name any other two important decisions related to a product. 2. State any two features of a good brand name | | | | | | | | | | | | 3 |
|  |  | | | | | | | | | | | |  |
| 9 | Traditional trade or Ariana stores constitute 90% of the FMCG (fast moving consumer goods) business in India. HUL is the market leader in FMCG with over 60 lakh outlets. According to industry estimates, Patanjali products are currently available in two lakh traditional retail outlets. ‘Availability of the product’ is the single largest driver of FMCG sales. A shopper research suggests that 30% - 40% consumers shift preference if their favourite brand is not available at the store.  In the context of above case:  a. Identify the component of marketing mix being discussed in the above liens.  b. State the two main decisions related to the concept identified in part (a)  c. Name the type of channel of distribution adopted by HUL. | | | | | | | | | | | | 3 |
|  |  | | | | | | | | | | | |  |
| 10 | Identify the Marketing Management philosophy adopted in the following cases:  1. Mansi, a shoe manufacturer for school students, decided to maximize her profit by producing and distributing at large scale and thereby reducing the average cost of  production.  2. Nisha, a school bag manufacturer decided to improve the product for profit maximization and thus added a water bottle holder to the existing design.  3. Jasdeep, a dealer in school uniforms, decided to maximize his profit by using different aggressive promotional efforts.  4. Amar is engaged in the manufacturing of refrigerators. He surveyed the market and found that customers need a refrigerator with a separate provision of a water cooler in it. He decided to launch the same refrigerator in the market. | | | | | | | | | | | | 4 |
|  |  | | | | | | | | | | | |  |
| 11 | ‘Haldiram’ is a famous chain selling a large variety of products in the Indian market. Their products include chips, biscuits, sweets, and squashes. It charges a comparatively higher price than its competitors as it sells quality products. Besides, it offers regular discounts to its customers and easy credit terms to its retailers. It has five of its own retail shops. It also sells its products through various grocery stores to that the products are made available to customers at the right place, in the right quantity and at the right time. It regularly uses different communication tools to increase its sales. The above para describes the combination of variables used by Haldiram to prepare its market offering. Identify and explain the variables. | | | | | | | | | | | | 4 |
|  |  | | | | | | | | | | | |  |
| 12 | Suraj is a small entrepreneur involved in the manufacturing of hair wax. He finds that  cost of production of 100 gm of hair wax is Rs. 250. He has decided to keep a margin of  15% as profit moreover, he has assessed that there is a free competition in this product  segment.  In the context of above case:  a. Identify the function of marketing being performed by Suraj.  b. State briefly the two factors that he is taking into consideration while performing the  function as identified in part (a) | | | | | | | | | | | | 5 |
|  |  | | | | | | | | | | | |  |
| 13 | 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 earned huge profits. Because of huge profits, the company ignored the after-sales services. As a result, its relations with customers got spoiled and the image of the company was damaged by the public. The 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 society.  a. Name and state the communication tool used by the marketer in the above case to  improve its image.  b. Also explain the role of the tool as identified in part (a) | | | | | | | | | | | | 5 |
|  |  | | | | | | | | | | | |  |