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| **PB2/MKEEEQP/1222/A 09-JAN-2023** | | | |
| **EEE CONSORTIUM**  **PRE BOARD EXAMINATION – II (2022-23)** | | | |
| **Subject: Marketing Management**  **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.* | | | |

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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. | Ravi has feelings of emptiness, abandonment, and suicide. What type of personality disorder is this?  a) Borderline  b) Dependent  c) Avoidant  d) Obsessive | 1 |
| ii. | These skills of an entrepreneur refer to the ability of making optimal use of one’s time, energy and resources to achieve one’s goals. Identify the same. | 1 |
| iii. | To select cut option from the Edit menu, which shortcut key to be pressed  a) CTRL+X  b) CTRL+Z  c) CTRL+V  d) CTRL+C | 1 |
| iv. | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a trait, wherein, individuals show tendency towards anxiety, self-doubt, depression, shyness, and other similar negative feelings.  a) Agreeableness  b) Neuroticism  c) Extraversion  d) Openness | 1 |
| v. | Ankita runs a manufacturing business. When she started, she did everything in her business right from manufacturing up to selling the products door-to-door. After her business expanded, she takes care of the manufacturing section alone while her team members take care of the transportation and sale of the manufactured products. Which entrepreneurial ability of her is described here?  a) Managing quality  b) Efficiency  c) Time management  d) Goal setting | 1 |
| vi. | \_\_\_\_\_\_\_\_ are the individual pages of a presentation.  a) Templates  b) Thumbprints  c) Slides  d) Sheets | 1 |
| Q2 | **Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)** |  |
| i. | The various features and functions built around the Product like brand name, the package and labelling contribute to \_\_\_\_\_\_\_\_\_.  a) Specialty  b) USP  c) Total product personality  d) none | 1 |
| ii. | Firms producing products with inelastic demand, fixes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for their products.  a) Low price  b) High price  c) Standard price  d) Competitive price | 1 |
| iii. | In Mail order selling, you obtain orders from your customers who respond by mail or telephone to your advertisements, or to letters mailed directly to their houses. Which level of channel is being used?  a) One  b) Zero  c) Two  d) Three | 1 |
| iv. | Give an example for Hybrid sales promotion. | 1 |
| v. | During a boom-period in the economy, when market conditions are favorable, firms can afford to fix higher prices of their products. On the other hand, during slump-period when market conditions are un-favorable, firms have to lower the prices of products to keep the business going and to clear off their old stocks. Identify the factor affecting the price here.  a) Government Regulations  b) Prevalent Economic Conditions  c) Market condition  d) Competition | 1 |
| vi. | A car is purchased for convenience of taking us from one place to another. Which level of product is this?  a) Potential  b) Branded  c) Augmented  d) Core benefit | 1 |
| vii. | Identify the incorrect statement.  a) Services can’t be touched or seen in the same manner as goods  b) Consumer’s judgements about services tend to be more subjective  c)Consumers involvement affects service quality  d)Services are first produced, then sold and then consumed | 1 |
| Q3 | **Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)** |  |
| i. | Rama enterprises sells products which require mass marketing and demanded regularly. They are distributed intensively and are available in all different locations. Rama enterprises is selling \_\_\_\_\_\_\_\_\_\_\_.  a) FMCG  b) Industrial Products  c) services  d) all of the above | 1 |
| ii. | “No services can be produced and stored before consumption”. The characteristic of services highlighted here is\_\_\_\_\_\_\_\_\_\_\_  a) Intangibility  b) Simultaneity  c) Heterogeneity  d) Perishability | 1 |
| iii. | Whose job does not end with selling of the goods?  a) Distributor  b) Wholesaler  c) Agent  d) Retailer | 1 |
| iv. | Macci, an FMCG marketing company, has decided to make use of barbers to promote its “After-Shower cream”. Identify the promotion activity used here?  a) Word of mouth communication  b) Advertising  c) Sales promotion  d) Personal selling | 1 |
| v. | Where there is high price elasticity of demand, the firm is depending on \_\_\_\_prices to attract more customers to new product.  a) High  b) low  c) very high  d) none | 1 |
| vi. | Indigo Air’s flight depart and arrive on time. Identify the criteria of service quality adapted here. | 1 |
| vii. | Direct Marketing is also known as:  a) Curriculum marketing  b) Dialogue marketing  c) Data base marketing  d) All of these | 1 |
| Q4 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | During covid times, the market condition was slump due to lockdowns all over. Firms set their prices \_\_\_\_\_\_\_\_\_ during such bearish attitude.  a) low  b) high  c) moderate  d) no change | 1 |
| ii. | Urmila has set up a small bakery unit to manufacture delicious and healthy cookies which are high in fibre and low in sugar. In order to sell the cookies, she has deployed a team of five salesmen to visit the households in the nearby colonies. Identify the type of distribution channel being adapted by Urmila.  a) Direct channel  b) One level channel  c) Two-level channel  d) Three level channel | 1 |
| iii. | Salim bought a pain-relieving ointment after seeing it being displayed in a chemist’s shop. The ointment tube was packed in a cardboard box. Identify the different level of packaging of the pain-relieving medicine when it was purchased by Salim.  a) Primary package and transportation packaging.  b) Secondary and transportation packaging  c) Primary and secondary packaging  d) Primary packaging | 1 |
| iv. | The objective of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is to increase the sales and dispose of stocks in a short span of time.  a) Advertising  b) Personal selling  c) Sales promotion  d) Publicity | 1 |
| v. | In tele-banking services, there is \_\_\_\_\_\_\_\_ customization but \_\_\_\_\_\_\_\_empowerment.  a) low, high  b) High, low  c) low, low  d) High, high | 1 |
| vi. | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is concerned with the movement of goods from the point of production to the point of consumption. | 1 |
| Q5 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | Flip-flop restaurant has enjoyed a steady flow of customers, including many repeat ones over several years. However, Flip-flop restaurant has decided to close in three months’ time in order to redevelop the site of its Unit. Therefore, they have decided to increase the average price of main meals from $15 to $25 until the restaurant closes. Identify the pricing objective adapted here. | 1 |
| ii. | Products that are relatively inexpensive and are purchased frequently with minimal efforts can be classified as\_\_\_\_\_\_\_\_\_\_\_\_\_\_ products.  a) Shopping  b) Convenience  c) Industrial  d) Speciality | 1 |
| iii. | Maruti car Udyog Ltd assembles different parts of their cars manufactured at different places by different manufactures. It keeps the purchased goods at a particular place. Which function of channel of distribution is discussed above?  a) logistical function  b) Transactional function  c) Facilitating function  d) Negotiations | 1 |
| iv. | CMS stands for…  a) Corporate management system  b) Content management system  c) Content marketing system  d) Client management system | 1 |
| v. | Which amongst the following is the most effective consumer promotion tool but also most expensive way to introduce a new product in the market?  a) Coupons  b) Price packs  c) Contests  d) Samples | 1 |
| vi. | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is advantageous as it tells firm what prices competitors are charging in the market, but it ignores replacement costs issue.  a) Markup Pricing  b) Break even pricing  c) Cost plus pricing  d) Market driven pricing | 1 |
| Q6 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | Ravel company is operating at a break-even level of output producing 10,000 units. The selling price per unit ₹20 and variable cost is ₹15 per unit. Calculate its fixed cost of the company.  a) ₹50,000  b) ₹25,000  c) ₹5000  d) ₹ 75,000 | 1 |
| ii. | “I’m so disappointed with the restaurant last night. We went there for the first time a few weeks ago and it was fantastic, but last night the food was overcooked, and the service was very slow.” Which characteristic of services is being highlighted here?  a) Intangibility  b) Heterogeneity  c) Perishability  d) Simultaneity | 1 |
| iii. | Rolex is a famous watch brand which is associated with achievement and excellence in sports. Rolex focuses on their prestige and high-quality watches in the market. Identify the product decision taken by the manufacturer of Rolex watches.  a) Product positioning  b) Product repositioning  c) Product diversification  d) Product modification | 1 |
| iv. | The four participants of the distribution system are………  a) Manufacturers, Intermediaries, Facilitating agencies, Consumers  b) Marketers, intermediaries, facilitating agencies, Consumers  c) Manufacturers, intermediaries, facilitating agencies, clients  d) Wholesalers, Intermediaries, Facilitating Agencies, Consumers | 1 |
| v. | This element of Promotion mix is concerned with creating mutual understanding between the marketer and its target groups.  a) Advertising  b) Personal selling  c) Sales promotion  d) public relations | 1 |
| vi. | Acetech Ltd. is the manufacturer of ranges of smart phones in the market. They entered into a formal agreement with their distributors that they shall not sell Acetech mobiles below the fixed price given by them in any situation. Identify the concept of pricing stated here. | 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 | State any two ways to maintain positive attitude. | 2 |
| Q8 | Elucidate any two features of spreadsheet application. | 2 |
| Q9 | State any two characteristics of entrepreneurship. | 2 |
| Q10 | Living in the present is a source of motivation & inspiration. Briefly explain with the help of any two points. | 2 |
| Q11 | List down the competencies required to become a successful entrepreneur. | 2 |
|  | **Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)** |  |
| Q12 | State and explain any two William Stanton’s classification of labels. | 2 |
| Q13 | List down any two advantages of Television advertising. | 2 |
| Q14 | State any two advantages of Online Marketing. | 2 |
| Q15 | Identify the type of sales promotion strategy and briefly explain the identified tool.  a. Participate in computer generated lucky draw and grab a chance to win 10 kg of gold.  b. Design your own bottle of Pepsi and win trip to Switzerland. | 2 |
| Q16 | Define the term ‘Price’. | 2 |
|  | **Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)** |  |
| Q17 | Identify the 5th ‘P’ of Marketing and state any two importance of the same. | 3 |
| Q18 | Differentiate between ATL and BTL. | 3 |
| Q19 | He is an important link between the manufacturer or producer and the retailer.  Identify the intermediary and explain any two functions of the intermediary. | 3 |
|  | **Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)** |  |
| Q20 | Explain the second stage of Product Life cycle with suitable examples. Briefly describe the marketing strategies adapted at this stage. | 4 |
| Q21 | The Research & Development department of Anil food products Ltd has decided to diversify from manufacturing health drinks to cereals made from millets. They are well aware of the fact that the company will have to communicate to the people the benefits of eating millets. For this purpose, they plan to sponsor various events like marathons and encourage people to switch to health eating through newsletters.   1. Identify and briefly explain the promotional tool being discussed above. (1 mark) 2. Also explain any two other promotional tool that can be used by the company, apart from the one discussed above. (3 marks) | 4 |
| Q22 | 1. Identify and briefly explain the type of pricing where there is an inverse relationship between the price and quantity demanded of a commodity. (1 mark) 2. Explain any two methods of pricing identified above. (3 marks) | 4 |
| Q23 | Mumbai International Airport (BOM) has again been honored with ‘The Voice of the Customer’ award by the Airports Council International (ACI). They remained committed to giving priority to their passengers and ensuring that their voices were heard during the pandemic in 2021. Throughout the pandemic, Mumbai International Airport complied with norms and protocols in line with the central and state governments while prioritizing the health and safety of its passengers. Mumbai Airport rolled out various passenger-centric initiatives in the past year to facilitate a safe and convenient travel during the pandemic and ensured effectiveness of their initiatives through quarterly feedback surveys. All customers were treated with great care in the airport and all their queries were answered on time by the airport people as well as the crew members in the airport.  Identify any two qualities of services highlighted in the above paragraph and explain the same. | 4 |
| Q24 | Once the company decides the general channels to be used, it has to decide on the number of middlemen in each channel.   1. In view of the above statement list the factors affecting place mix highlighted in the above statement. (2 marks) 2. Explain any other factor affecting place mix. (2 marks) | 4 |

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