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| **PB1/MKTQP/1223/B 20-NOV-2023**  **PRE BOARD EXAMINATION I - (2023-24)** | | | |
| **Subject: Marketing (6th Subject)**  **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. | Identify the barrier to active listening.  a. Noisy environment  b. Not maintaining an eye contact with the speaker  c. Not being attentive  d. All of the above | 1 |
| ii. | Akansh is a leading steel factory in India producing various types of utensils. While checking the production line, the manager finds a number of defective pieces, which have to be discarded. What action he could take for the same?  a. Give it to a scrap dealer  b. Dump it in a landfill site  c. Send it back to the production line - to be melted  d. Sell it in market | 1 |
| iii. | How to make text italic or slanting in a spreadsheet?  a. Ctrl+b  b. Ctrl+u  c. Ctrl+i  d. Ctrl+v | 1 |
| iv. | “While I am a passionate basketball fan, I prefer football”. Identify the type of sentence.  a. Simple sentence  b. Compound sentence  c. Complex sentence  d. None of the above | 1 |
| v. | Green workers include:  a. Electricians who install solar panels  b. Construction workers who build energy-efficient green buildings  c. Technicians involved in establishing wind power farms  d. All of the above | 1 |
| vi. | What do you need to install on your computer to be able to run Impress?  a. Google  b. Microsoft Office  c. Libre Office  d. Apple iOS | 1 |
| Q2 | **Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)** |  |
| i. | The retail supply chain does not include…  a. Manufacturers  b. Retailers  c. Wholesalers  d. Regulators | 1 |
| ii. | Which of the following is not a component of the product mix?  a. Product line  b. Product height  c. Product width  d. Product depth | 1 |
| iii. | Basil company cut the price of its food products temporarily to attract its customers. The pricing method adapted by them is called as\_\_\_\_\_\_\_\_\_\_.  a. Everyday low pricing  b. Price lining  c. Penetration pricing  d. Leader pricing | 1 |
| iv. | The least cost per customer happens in…  a. Consumer promotion  b. Advertising  c. Publicity  d. Personal selling | 1 |
| v. | If fixed expenses in a production unit are Rs. 1,08,000/- variable cost per unit is Rs. 30/- and selling price per unit is Rs.40/- Find out the BEP quantity.  a.1,800 units  b. 10,000 units  c. 10,800 units  d. 18,000 units | 1 |
| vi. | A leading television manufacturer sells his products through multiple retail channels. Identify the distribution strategy adapted by him? | 1 |
| vii. | Radhika purchased sports shoes for Rs. 1099/- and believed that she has paid a lesser amount for the product since the price of the product was in odd figure. Identify this type of pricing.  a. Resale price maintenance  b. Price lining  c. psychological pricing  d. Team Pricing | 1 |
| Q3 | **Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)** |  |
| i. | Pepsi company developed a new flavor of cool drink and launched the same in the market. The company generated interest in the new product through a lot of TV commercials and coupons. As a result, wholesalers and retailers started buying the new drink from the company to meet the customer demand. This is an example of…  a. Pull strategy  b. Push strategy  c. Production strategy  d. Product strategy | 1 |
| ii. | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_refers to the manner in which a marketer changes the whole product in order to satisfy a particular segment or customer.  a. Product differentiation  b. Product positioning  c. Product repositioning  d. Product diversification | 1 |
| iii. | Skimming pricing policy is suitable under which of the following condition?  a. Where the demand is relatively inelastic  b. Where there is a strong threat of competition  c. Where there is utilized capacity  d. Where large economies are possible | 1 |
| iv. | \_\_\_\_\_\_\_\_\_\_\_\_ are short term incentives to encourage purchase or sale of product or service.  a. Advertising  b. Sales promotion  c. Digital advertising  d. public relations | 1 |
| v. | What is the primary purpose of using intermediaries in a distribution channel?  a. To increase manufacturing costs  b. To reduce product variety  c. To add complexity to the distribution process  d. To improve the efficiency of getting products to customers | 1 |
| vi. | What is “Markup pricing”? | 1 |
| vii. | Which type of advertising is more RPI driven?  a. Tele marketing  b. Television advertising  c. Out of home advertising  d. Cinema advertising | 1 |
| Q4 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | Maruti Suzuki India Ltd. always increases prices of its wide variety of cars when there is high demand and offers heavy discount when the demand is low. Identify the factor affecting the price in the given case.  a. Market condition  b. Competition in the market  c. Brand and quality of product  d. Cost of manufacturing | 1 |
| ii. | Beauty & cosmetics Ltd. produces shampoos and sells the same in the market. The Organization is not financially sound. In such a situation, which channel of distribution is suitable for the company?  a. Direct channel  b. Indirect channel  c. Both a and b  d. None of the above | 1 |
| iii. | Identify the pricing policy in which the manufacturer sets the price below which his/her manufactured product will not be sold to the distributors or consumers. | 1 |
| iv. | Veena purchases the goods without planning or any search efforts from the supermarket. Identify the classification of such goods.  a. Unsought  b. Impulse  c. Heterogeneity  d. Specialty | 1 |
| v. | Which of the following factor does not affect the differential pricing method?  a. Location  b. Product version  c. Time differentiation  d. Image differentiation | 1 |
| vi. | The four participants of the distribution system are:  a. Manufacturers, intermediaries, facilitating agencies and consumers  b. Manufacturers, industries, facilitating agencies and consumers  c. Manufacturers, intermediaries, franchisees, and consumers  d. Manufacturers, intermediaries, facilitating agencies and customer support. | 1 |
| Q5 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | Pintech Ltd. sells highly technical industrial products in the market. Which type of promotional strategy is suitable for them to reach their target customers?  a. Sales promotion  b. Personal selling  c. Advertising  d. Publicity | 1 |
| ii. | BEP = Total Fixed Cost / Selling Price per unit – \_\_\_\_\_\_\_\_\_\_\_\_\_\_  a. Fixed cost  b. Variable cost  c. Direct cost  d. Opportunity cost | 1 |
| iii. | \_\_\_\_\_\_\_\_\_\_\_ is known as channel, distribution or intermediary. | 1 |
| iv. | What is the purpose of ingredients list on a product label?  a. To provide cooking instructions  b. To list down the components of the packaging  c. To identify potential allergens and contents  d. None of the above | 1 |
| v. | In a highly competitive market, when the products are non-differentiated which among the following methods should be adapted?  a. Competitive pricing  b. Skimming pricing  c. Penetration pricing  d. Discrimination pricing | 1 |
| vi. | Which of the following is an example of Push promotion?  a. Online advertising  b. Print advertising  c. Word of mouth  d. Trade shows | 1 |
| Q6 | **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)** |  |
| i. | \_\_\_\_\_\_\_\_\_\_\_\_\_ Product aims to enhance the value of the product/offer through voluntary improvements.  a. Differentiated product  b. Customized product  c. Augmented product  d. Potential product | 1 |
| ii. | Identify the overall goal of promotional mix.  a. To decrease operating expenses  b. To have the right goods available at right time  c. To sell quality products to the consumers  d. To persuade consumers to buy the product | 1 |
| iii. | A big refrigerator is installed by a sponsored manufacturing company in the shop of a retailer in a busy market. On the refrigerator the name of the sponsored company with the logo is printed in block letters and the retailer aids the manufacturer in display and cooperative advertising in his retail outlet.  Identify the objective of sales promotion highlighted in the above paragraph. | 1 |
| iv. | During COVID 19 pandemic situation, worldwide prices of sanitizer, masks and PPE kits were regulated by the government policies. Identify the factor discussed in the given statement.  a. Promotional programs  b. Internal factors  c. External factors  d. Market conditions | 1 |
| v. | Identify the common marketing objective during the introduction stage of PLC.  a. Maximize market share  b. Maintaining a steady level of sales  c. Reduce production costs  d. Extend the product life cycle | 1 |
| vi. | Rahul regularly purchases Louis Phillippe shirts paying high price for the same from the showroom since he likes the brand very much in comparison to other prevailing brands in the market. The pricing method adapted by Louis Phillippe is\_\_\_\_\_\_\_\_\_\_\_\_.   1. Competitive pricing 2. Penetration pricing 3. Skimming pricing 4. Premium 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 | State and explain any two factors that affects active listening of an individual. | 2 |
| Q8 | List down any two benefits of green jobs. | 2 |
| Q9 | Differentiate between a worksheet and workbook. | 2 |
| Q10 | Differentiate between an active voice and passive voice. | 2 |
| Q11 | Explain green jobs in solid waste management. | 2 |
|  | **Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)** |  |
| Q12 | List down any four features of industrial goods. | 2 |
| Q13 | Explain the term “public relations” | 2 |
| Q14 | Explain Product diversification with a suitable example. | 2 |
| Q15 | List down any two advantages and two limitations of newspaper advertising. | 2 |
| Q16 | State any four factors influencing the product mix. | 2 |
|  | **Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)** |  |
| Q17 | Differentiate between logistical functions and facilitating functions. | 3 |
| Q18 | How are high end watches, exclusive diamond jewelry products classified? List down its features. | 3 |
| Q19 | Explain three level channel with the help of the diagram. | 3 |
|  | **Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)** |  |
| Q20 | Explain in detail how product related factors affect the choice of channels of distribution. | 4 |
| Q21 | Explain in detail the various factors affecting promotion mix with suitable examples. | 4 |
| Q22 | Explain the third stage of Product life cycle with the help of a suitable diagram. Describe its characteristics and the marketing strategies to be adapted at this stage. | 4 |
| Q23 | Identify the channel intermediary who provides the important link between the manufacturer or producer and the retailer in the market.  List down and explain the various functions performed by this channel member. | 4 |
| Q24 | Define the term “ Sales promotion”. Explain its objectives in detail. | 4 |

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