



Date: 11.12.23
GRADE: XII

MODEL 1 EXAMINATION (2023-24)
MARKETING [812]

Max marks: 60
Time: 3 hours

1. This question paper contains 24 questions in two sections-Section A and Section B
2. Marks are indicated against each question.
3. Answers should be to the point.
4. Answers to the questions carrying 2 marks in 20 to 30 words
5. Answers to the questions carrying 3 marks in 30-50 words.
6. Answers to the questions carrying 4 marks in 50-80 words.
7. Attempt all parts of the questions together.

Qn. No	SECTION A	Marks allocated
1.	Answer any 4 out of the given 6 questions on Employability Skills	(1x4=4)
i	Which is the correct step to save a presentation? (a) File > Open > File name > Open (b) File > Save As > Type file name > Save (c) File > Close > Save > OK (d) File > Template > Save as Template	1
ii	Malavika has a feeling of extreme social inhibition and inadequacy. What type of personality disorder is this? (a) Dependent (b) Avoidant (c) Obsessive (d) Borderline	1
iii	An entrepreneur has the ability to continue to do something, even when it is difficult. Which attitude of the entrepreneur is reflected here?	1
iv	Aishwani decides to sell her company tyres in Vijayawada. It does not sell and she has a loss. She apologizes to the people who work for her. She says she will plan better next time. She _____ a) takes responsibility for her mistakes b) thinks before making a decision c) does not give up d) is creative	1

v	Communication is a _____ way process through which information or message is exchanged between individuals using, language, symbols, signs or behavior. a) 10-way process. b) 6-way process c) 9-way process d) 2-way process	1
vi	Feeling extremely nervous and worried because you believe that other people do not like you or are trying to harm you. a) Antisocial b) Paranoid c) Narcissistic d) Schizoid	1
2	Answer any 5 out of the given 7 questions	(1x5=5)
i	Name the concept used to describe when the 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
ii	Veena purchases the goods without planning or any search efforts. Identify the classification of goods. a) Unsought b) Impulse c) Heterogeneity d) Specialty	1
iii	Manu, a retail shop owner usually offers a good, better and best assortment of products at different price levels. He sorts and sells the products based on economic choice, medium and high quality to the customers. Identify the pricing policy of Manu. a) Psychological Pricing b) Leader Pricing c) Team Pricing d) Price Lining	1
iv	Name the three dimensions in Product Mix	1
v	Service has to be reliable, _____ and secured. a) separable b) accessible c) demandable d) tangible	1
vi	Why WhatsApp started as an alternative to SMS initially?	1
vii	The intermediary who own and perform set of activities that add value to the product. a) Wholesalers b) Industrial users c) Agent d) Retailer	1
3	Answer any 6 out of the given 7 questions	(1x6=6)

i	_____ is the part and parcel of package. a) Brand b) Label c) Targeting d) Positioning	1
ii	In the channel of distribution, grading and sorting of goods are _____ functions performed by the middle-men. a) Distributional b) Logistical c) Facilitating d) Exchange	1
iii	State an example of off the Shelf offers.	1
iv	The flight ticket charges vary based on the time of booking. This is an example of _____. a) Perceived value pricing b) Differential pricing c) Competition oriented pricing d) Skimming pricing	1
v	Give the full form of "SEM".	1
vi	"One to Many" is an example of which type of service? a) Video game b) Classroom lecture c) Counseling d) Vending Machine	1
vii	The integrated marketing is the communication concept related to _____ a) Product b) Place c) Promotion d) Price	1
4.	Answer any 5 out of the given 6 questions	(1x5=5)
i	_____ bring buyers and sellers together and negotiate purchase or sale on behalf of others. a) Brokers b) Cooperative users c) Wholesalers d) Retailers	1
ii	X retailer sells the product P at the Maximum Retail Price (MRP) of Rs.55. The Y retailer sells the same product P at Rs.90 in the shopping mall. a) Differential pricing b) Markup pricing c) Perceived value pricing d) Cost plus pricing	1
iii	In marketing dictionary, CRM stands for _____ a) Customer Resource Management b) Content Relationship Management c) Content Resource Management d) Customer Relationship Management	1
iv	What are unsought goods?	1
v	No two services can be the same. This characteristic is under _____ a) Simultaneity b) Heterogeneity c) Homogeneity d) Non -ownership	1
vi	If one of the firms in an industry sets the price of the product and all other sells at the same price, it will be called: a) Follow the leader pricing b) Non-competitive pricing c) Routine pricing d) Non- discriminatory pricing	1

5	Answer any 5 out of the given 7 questions	(1x5=5)
i	Enlist any one limitation of advertising as a promotional tool?	1
ii	Write the formula for calculating BEP	1
iii	Place is an important part of the marketing mix because: a) Consumer must be in the right place to buy the product b) The product must be ready for consumers in the right place c) Advertising should be in the right place d) Consumer to be at right place and at right time	1
iv	The price will be set relatively _____ by the firm if manufacturing is expensive, distribution and promotion are exclusive. a) high b) low c) nil d) equal	1
v	Name the types of sales promotion.	1
vi	Suggest a promotion mix for a health drink.	1
vii	_____ is the promotion of products or brands via one or more forms of electronic media.	1
6	Answer any 5 out of the given 6 questions. (1x5=5)	
i	The element of promotion mix which involves giving short-term benefit to customers in order to attract more customers is called _____.	1
ii	Expand the term a) ATL b) BTL in promotions.	1
iii	_____ is a professional business-related networking site, allows companies to create professional profiles.	1
iv	The price setting method which most closely corresponds to the concept of buyer's perception of value and not the sellers cost is a) Cost-Plus Pricing b) Going rate pricing c) Perceived Value Pricing d) Psychological Pricing	1
v	A company manufactures stainless steel products and sells through its own website to consumers. Which of the following channels of distribution is being used by the company? a) Producer - Retailer - Consumer b) Producer - Consumer c) Producer - Wholesaler - Retailer- Consumer d) Producer - Agent - Retailer- Consumer	1
vi	ABC Ltd is focusing on the availability of quality goods at competitive price to _____ social welfare in society. a) neutralizes b) minimizes c) maximizes d) equalizes	1
	SECTION B: SUBJECTIVE TYPE QUESTIONS Answer any 3 out of the given 5 questions on Employability Skills Answer each question in 20 - 30 words.	(2x3=6)

7	What do you understand by interpersonal skills? Share an example where you displayed interpersonal skills.	2
8	Why we need to maintain positive attitude?	2
9	What is spread sheet?	2
10	Name any two personality traits to fall in which among the five popular traits associated with work.	2
11	Name any two types of entrepreneurs.	2
	Answer any 3 out of the given 5 questions in 20 – 30 words each (2x3=6)	
12	Differentiate Push and Pull strategy in promotion mix with an example.	2
13	Penetration pricing is good in Introduction stage of the product. Do you agree? Why?	2
14	Identify the function performed by the public relations department mentioned in the following cases: a) An innovative organization involved in the manufacturing of electronic products launches its products in the trade fair every year. This is done to gain attention of the general public towards the quality and technology of its products. b) An FMCA company involved in the production of more than two hundred products has very good relations with the top 5 News Channels. This gives a great support to the company when it comes to generating positive image in the eyes of the public.	2
15	State two difference between consumer goods and industrial goods	2
16	Identify the true exchange mechanisms in the following cases: a) Kishore was a hardworking stationery shop keeper. One day when he was standing in front of the mirror he took money from one of his pockets and took out a pen from the other. He allocated Rs.150 for the pen and decided to keep the pen for his personal use. In the coming days he utilized the pen properly and was satisfied with him. b) Kiruba was a book seller. One day she was selling books. She approached a person who was sitting on a pavement. She offered her a book and found that he was not having enough money to pay. So she willingly gave her the book without taking money.	2
	Answer any 2 out of the given 3 questions in 30– 50 words each. (3x2=6)	
17	Differentiate between 'Public Relations' and Sales Promotion'.	3
18	Discuss any three marketing strategies adopted at 3rd Stage of Product Life Cycle.	3
19	State any 3 difference between Wholesaler and Retailer.	3
	Answer any 3 out of the given 5 questions in 50– 80 words each. (4x3=12)	
20	"If prices are too high, the business is lost. If prices are too low, the firm may be lost." Comment on the statement with example.	4

21	"A service can be rightly called, a deed, a performance, an effort". Comment on the statement and brief with any two characteristic features of services.	4
22	Discuss the core tangible and augmented product for your favourite brand of toothpaste.	4
23	You are a leading publisher of educational books. Explain the factors that will guide you in selecting the route to sell your book if the 'product' and the 'consumer or marketer' is to be focused.	4
24	Explain the meaning and role of Direct marketing and Online Marketing.	4
THE END		