

**THE VILLAGE INTERNATIONAL SCHOOL, THODUPUZHA**  
**SECOND MODEL EXAMINATION 2023-24**  
**MARKETING (812)**

**CLASS: XII**  
**DATE:03.01.2024**

**TIME:3 HOURS**  
**MAX.MARKS:80**

- 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	A _____ is a rectangular block of contiguous cells, i.e., cells that touch each other, especially along a line.	1
ii	_____ are predefined formula that performs calculations using specific values called argument.	1
iii	Sheela is making her first move towards setting up of an enterprise and taking action. It represents a) persistence b) seeking and acting on opportunity c) taking initiative d) assertiveness	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	Dreaming big is a journey not a destination. It refers to a) Self-motivation b) Self realization c) Self-esteem d) Self regularisation	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 c) Narcissistic b) Paranoid d) Schizoid	1
2	Answer any 5 out of the given 7 questions	(1x5=5)
i	Name the concept used to describe a group of related products manufactured by a single company . (a) Product line (c) Product portfolio (b) Product mix (d) Product decision	1
ii	A musical troupe performs a stage concert on two consecutive days at the same venue, for the same cost, with the same members. However, their performance on the second day was far more superior and vibrant than on the first day. Identify which characteristic of services is highlighted. (a) Perishability (c) Heterogeneity (b) Inseparability (d) Intangibility	1
iii	X Beauty Salon charges a higher price for its services like haircut, manicure, facial, pedicure etc. but charges a lower price for a package including all these services. Identify the pricing policy. (a) Psychological Pricing (c) Team Pricing (b) Leader Pricing (d) Individual Pricing	1
iv	How can a marketer ensure that the brand mark for his products and services is not copied by any other marketer?	1
v	_____is the main reason for difficulty in services of marketing. (a) Separability (c) Availability (b) Intangibility (d) Demand Supply Gap	1
vi	What is meant by End-to-end encryption in the context of WhatsApp?	1
vii	The intermediary who takes possession of products but do not actually own them. (a) Wholesalers (c) Agent (b) Industrial users (d) Retailer	1
3	Answer any 6 out of the given 7 questions	(1x6=6)
i	A label performs several functions for a product. These include all of the following except: (a) Grades (c) Describes (b) Protects (d) Classifies	1

ii	Which of the following take place at retailer's end (a) Promotion (b) Placing (c) Pricing (d) Exchange	1
iii	State an example of Hybrid Sales Promotion.	1
iv	Coffee is priced differently by different hotels because buyers assign some values to each. 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 "CRM".	1
vi	One to one Sequential is an example of which type of service (a) Video game (b) Classroom lecture (c) Counseling (d) Vending Machine	1
vii	Which of the following is the overall goal of promotion mix? (a) To decrease operating expenses (b) to have the right goods available (c) To convey a message (d) To persuade consumer to buy	1
4.	Answer any 5 out of the given 6 questions	(1x5=5)
i	Buying, selling and_____ are the part of transactional function. (a)Risk Bearing (b) Production (c)Credit (d) Research	1
ii	All of the following are true about price except: (a) Price is independent of the other elements of the marketing mix (b) Price is the monetary value of a product (c) Price is most flexible tool in the marketing mix (d) Price is marketing mix element which produces revenue	1
iii	In marketing dictionary, SMM stands for (a) Social Marketing Management (b) Social Management Marketing (c) Social Media Marketing (d) Social Media Manipulation	1
iv	Name any two dimensions of product mix	1
v	If a company wants to build a good "corporate image" it will probably use which following marketing communication mix tools? (a) Direct Marketing (b) Online Marketing (c)Public Relation (d) Advertising	1
vi	Adding a standard profit to the cost of the product refers to _____. (a)Premium pricing (b) Price elasticity (c) Break-even price (d) Cost-plus pricing	1
5	Answer any 5 out of the given 6 questions	(1x5=5)
(i)	Place in 4 P's means same as _____. (a) Promotion (b) People (c) Distribution (d) Demand	1

(ii)	In which year did WhatsApp join Facebook?	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)	Mention any one quality of fifth "P" of marketing mix	1
(v)	Push strategy of promotion is more appropriate when: (a)There is no brand loyalty (b) There is moderate brand loyalty (c) There is low brand loyalty (d) There is high brand loyalty	1
(vi)	_____ price policies are considered when substitute products are marketed. (a)Marketing Skills (b)Elasticities (c)Market Skimming (d)Market Penetration	
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)	Concept of labelling & packaging are associated with which element of marketing mix. (a)Price mix (b)Product mix (c)Place mix (d) Promotion mix	1
(iii)	A company is operating at a break-even level of output producing 5,000 units. The selling price per unit Rs20 and variable cost is Rs15 per unit. The fixed cost of the company would be 141 (a)₹50,000 (b) ₹25,000 (c)₹5000 (d) 75,000	1
(iv)	The price setting method which most closely corresponds to the concept of product positioning is: (a) Cost-Plus Pricing (b)Going rate pricing (c) Perceived Value Pricing (d)Psychological Pricing	1
(v)	A company manufactures eyewear 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. Company, manufacturer of electronic appliances entered into a formal agreement with the distributors of products, not to sell below the fixed price in any situation. Identify the concept of pricing stated here.	1
SECTION -B		
	Answer any 3 out of the given 5 questions on Employability Skills	(2x3=6)

	Answer each question in 20 – 30 words.	
7.	"Self-Motivation is significant in building one's personality". Comment by giving any two points.	2
8.	An entrepreneur requires some underlying characteristics which result in superior performance in achievement of entrepreneurial goals. Explain any two such competencies.	2
9.	Elucidate any two features of spreadsheet application.	2
10	What do you understand les interpersonal skills Give an example where a person can display interpersonal skills.	2
11	Living in the present is a source of motivation & inspiration. Briefly explain with the help of any two points.	2
	Answer any 3 out of the given 5 questions in 20 – 30 words each	(2x3=6)
12	What do you understand be the Push and Pull strategies of promotion mix?	2
13	Distinguish between Skimming pricing and Penetration pricing policy on any two basis.	2
14	"Online marketing creates many opportunities and challenges to grow" In the light of the given statement. Explain any two challenges faced by marketers in online marketing.	2
15	Organise the following products under different categories of consumer goods by preparing a flow chart . (a)Furniture (b) Cotton Clothes (c)Torch (d) Vaccinations	2
16	State any four objectives of activities which add value to a product or service for a limited time period by offering an incentive to purchase.	2
	Answer any 2 out of the given 3 questions in 30– 50 words each.	(3x2=6)
17	Differentiate between 'Advertising and Word of Mouth Communication.	3
18	Discuss any three marketing strategies adopted at 2nd Stage of Product Life Cycle.	3
19	Examine the role of middleman who deals on large scale in the modern business.	3
	Answer any 3 out of the given 5 questions in 50– 80 words each.	(4x3=12)
20	List any four grounds on the basis of which price discrimination occurs. Illustrate each with the help of an example.	4
21	"Online marketing means hassle free Marketing ".Justify the statement from marketers viewpoint by giving any four reasons.	4
22	Products have their own identity & personality. Most of the users associate meaning with products which given them satisfaction . A customer never just purchases the core product but also needs much more than just the basic element of the product. Describe the other components of the product which contribute to making the total product which contribute to making the 'total product offering'.	4

	Explain with the help of any four examples.	
23	You are a leading manufacturer of fully automatic washing machines. Explain the factors that will guide you in selecting the route to sell your washing machines if the 'product 'and the 'Company 'are to be focused.	4
24	Explain the meaning and role of Public Relation and Sponsorship.	4
	THE END	