



MARKING SCHEME

Class-12 MARKETING (SUBJECT CODE 812)

Time Allowed: 3 hours

Maximum Marks:60

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Marks
Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	(b)File>Save As>Type file name>Save	1
ii.	(b)Avoidant	1
iii.	Perseverance	1
iv.	a) takes responsibility for her mistakes	1
v.	d)2-way	1
vi	b) Paranoid	1
Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	c) Product repositioning	1
ii.	b) Impulse	1
iii.	d) Price Lining	1
iv.	Breadth, Depth and Consistency	1
v.	b) accessible	1
vi	Message with free of cost	1
vii	d) Retailer	1
Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	b) Label	1
ii.	b) Logistical	1
iii.	Promotion through Vouchers, Discount coupon, free offers	1
iv.	b) Differential pricing	1
v.	Search Engine Marketing(SEM)	1
vi.	b) Classroom Lecture	1
vii.	c) Promotion	1
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	a) Brokers	1

ii.	d) Cost-plus pricing	1
iii.	d) Customer Relationship Management	1
iv.	d) These are products that are available in the market but the potential buyers do not know about their existence or there do not want to purchase them. There are two types of such products: Regularly Unsought Products & New Unsought Products:	1
v.	b) Heterogeneity	1
vi.	b) Non -Competitive pricing	1
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	1. Long lead time 2. There is limited flexibility in terms of an ad placement and format 3. Space and advertisement layout costs are higher	1
ii.	BEP = Total Fixed Cost / Selling Price per unit - Variable cost per unit	1
iii.	b)The product must be ready for consumers in the right place	1
iv.	a)high	1
v.	Price Promotions/ Prize Promotions/ Premium Promotions/Off the shelf offers Hybrid Sales Promotion Answer any 2	1
vi	In store promotions,public reations,sales promotion(any 1)	1
vii	Digital / Online Marketing	1
Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Sales Promotion	1
ii.	a) Above the Line b) Below the Line	1
iii.	Linked in	1
iv.	c) Perceived Value Pricing	1
v.	b) Producer - Consumer	1
vi.	c)maximises	1
SECTION B: SUBJECTIVE TYPE QUESTIONS		
Answer any 3 out of the given 5 questions on Employability Skills in 20 - 30 words each (2 x 3 = 6 marks)		
Q. 7	INTERPERSONAL SKILLS • Ability to work with others Example (1+1)	2
Q. 8	Positive thinking can help us	2

	overcome fears and take up new challenges. It helps us to achieve our dreams, continue working hard towards achieving success and live a happy life with a positive mindset.	
Q. 9	A spreadsheet is an electronic document, which has rows and columns. It is used to store data in a systematic way and do calculations.	2
Q. 10	Openness: Consciousness: Extraversion: Agreeableness: Neuroticism: Any 2 personality traits.	2
Q. 11	Service entrepreneurs Business entrepreneurs Industrial entrepreneurs Agricultural entrepreneurs Technical entrepreneurs Non - Technical entrepreneurs Professional entrepreneurs IT entrepreneurs Any 2 entrepreneurs	2
Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)		
Q. 12	Push Strategy: If the strategy adopted is to motivate and persuade the intermediaries“ to make effort to increase the sales the strategy is called push strategy. It emphasizes more of personal selling along with advertising and other trade promotional measures. Pull Strategy: The pull Strategy emphasizes on consumers. If the customer demands particular goods from the retailer and the retailers want the same from the wholesalers and the wholesalers in turn asking the manufacturers to provide that kind of goods. (1 Mark each)	2
Q. 13	Yes. The penetration pricing, intends to help the product penetrate into markets to hold a position. (1+1)	2
Q. 14	Public Relations is a broad set of	2

	<p>guidelines which makes use of advertising, annual reports, brochures, event sponsorships, and undertaking social projects like helping poor and environment to build or maintain a favourable image with its various publics. Thus, PR is a generic term for a range of specialist and sophisticated skills involved in communication with publics through, primarily, broadcast, published media</p> <p>a) Communication b) Published media.</p>	
Q.15	<p>Consumer goods (a) Convenience goods (b) Shopping goods (c) specialty goods (d) Unsought goods Industrial Goods (a) Material and parts goods (b) Capital items (c) Supplies and business services (Meaning & Types 1 mark each)</p>	2
Q. 16	<p>a)Neither Selling nor Marketing / non personal selling b)Selling, Marketing with social values. Personal selling</p>	2
	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	
Q. 17	<p>Public Relations “Management function which tabulates public attitudes, defines the policies, procedures and interests of an organization followed by executing a program of action to earn public understanding and acceptance.” Public relations concerns with creating mutual understanding between the marketer and its target groups. Creating a good public image among all the stakeholders is essential. Objective Enhancing Public Image of the Firm</p>	3
	Resource Mobilization – Sales Promotion	

	<p>Thus sales promotion is about „extra benefit“ offers or value addition to make an immediate purchase. It is different from advertising, personal selling, and public relations. However, to inform of sales promotion help of advertising is often taken to inform of the schemes. Over the years, sales promotion is getting preference over advertising for different reasons – consumers find more value, dealers and distributors find them helpful in boosting sales, manufacturers can shift brand loyalty.</p> <p>Objective Increased trial/ Increasing Loyalty/ Creating Interest / Creating awareness / Deflecting Attention from Price / Gaining Intermediary Support / Discriminating among users:</p>	
<p>Q. 18</p>	<p>Marketing Strategy in Growth Stage</p> <p>1)Product quality is maintained and additional features and support services may be added.</p> <p>2) Pricing may remain same as the firm enjoys increasing demand with little competition.</p> <p>3) Distribution channels are added as demand rises and customers accept the product.</p> <p>4) Promotion is aimed at a broader audience.</p> <p>(Any three points)</p>	<p>3</p>
<p>Q. 19</p>	<p>Functions Performed by wholesaler Buying And Selling:</p> <p>The wholesaler make an estimate of demand for the goods, and then purchase and assemble different varieties of goods from different manufacturers spread throughout the country. They also undertake import of goods from different</p>	<p>3</p>

	<p>countries.</p> <p>Storage: Wholesaler keep the goods assembled by them in their warehouse to supply them to retailers whenever require .They help the manufacturers and retailers by making storage arrangement.</p> <p>Transportation: Wholesalers make transportation arrangement from the premises of manufacturers to their godowns and from their godowns to the retail stores. They often maintain their own fleet of vehicles for this purpose. (or Any other relevant point)</p>	
Answer any 3 out of the given 5 questions in 50– 80 words each 4 x 3=12		
Q. 20	<p>If the prices are high:</p> <p>i) Consumers are price-savvy, and an overpriced product will sit on the shelf if the competition sells it cheaper.</p> <p>ii) A product is tempting when a business owner is anxious to compete; he assumes low prices will increase sales volume. cheap goods are perceived by customers to be cheap. A business dependent on low prices will require a constant, and ongoing, stream of high volume sales to stay in business.</p> <p>Example with Explanation</p>	4
Q. 21	<p>Services Marketing</p> <p>Yes, Service is not a thing but a process – ‘the process is the product’, but at the same time services rely upon things for their performance Characteristics of Services</p> <p>1.Intangibility</p> <p>A service can't be seen, touched,</p>	4

	<p>held, or put on a shelf, because it has no physical shape.</p> <p>2.Simultaneity This simultaneity develops much more close contact with the customer. Thus, in-service production and consumption can't be separated</p> <p>3.Heterogeneity The production and consumption goes in simultaneously, there is no chance to rectify a faulty product before it reaches the customer</p> <p>4. Perishability No services can be produced and stored before consumption, hence, they are perishable</p> <p>5. Non-Ownership. Customers cannot own the service they receive because ownership is not transferred from the buyer to the seller as it is with a product.</p> <p>6. Customer Analysis: Helps to analyse group of customers that have strong engagement behavior and high potential for upsell for higher engagement.</p> <p>(Any 4 with explanation) (½ mark for the point, ½ for explanation)</p>	
<p>Q. 22</p>	<p>The core benefit of a toothpaste guarantees mouth freshening. The identity of the tooth paste for its oral hygiene and to empower the good oral habits.</p> <p>Any 2 components, with example. (1 mark for each component and its explanation, including example) (2+2)</p>	<p>4</p>
<p>Q. 23</p>	<p>Factors Pertaining to Product The qualities and peculiarities of the product, could only the channel for distribution be properly made.</p> <p>Price of the Product. The products of a lower price have a long chain of distributors. As against it, the products having higher price have a smaller chain. Very often, the producer himself has to sell the products to the consumers directly.</p>	<p>4</p>

	<p>Technical Nature. Some products are of the nature that prior to their selling, the consumer is required to be given proper instructions with regard to its consumption. In such a case less of the middlemen are required to be used. Goods Made to Order. The products that are manufactured as per the orders of the customers could be sold directly and the standardized items could be sold off only by the middlemen.</p> <p>Factors Pertaining to the Consumer or Market</p> <p>Number of Customers. If the number of customers is large, definitely the services of the middlemen will have to be sought for.</p> <p>Expansion of the Consumers. The span over which are the customers of any commodity spread over, also affects the selection of the channel of distribution.</p> <p>Size of the Order. When bulk supply orders are received from the consumers, the producer himself takes up the responsibility for the supply of these goods. Objective of Purchase. If the product is being purchased for the industrial use; its direct sale is proper or justified</p> <p>Objective of Purchase. If the product is being purchased for the industrial use; its direct sale is proper or justified</p> <p>Need of the Credit Facilities. If, for the sale of any product, it becomes necessary to grant credit to any customer, it shall be helpful for the producer that for its distribution, the services of the wholesaler and retailer businessmen be sought</p> <p>(Any 2 with Explanation)</p>	
<p>Q. 24</p>	<p>Direct Marketing</p> <p>Direct marketing refers to any advertising activity which creates and exploits a direct relationship between the marketer and its prospects or customer as an individual.</p> <p>direct marketing may be called</p>	<p>4</p>

„Direct Marketing“. That is why other names, such as „curriculum marketing“, „dialogue marketing“, „personal marketing“, „relationship marketing“, and „database marketing“ have been in currency.

Online Marketing

Online marketing is a form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact." Simply speaking online Marketing is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organisations and individuals. Electronic commerce or e-commerce involves a wide range of online business activities

(2+2)

