



**THE VILLAGE**  
INTERNATIONAL SCHOOL  
"We Nurture Dreams"

**Date: /07/23**  
**GRADE: XII**

**MONTHLY TEST - 2 (2023-24)**  
**MARKETING**

**Max marks: 20**  
**Time: 50min**

**MARKING SCHEME**

(Name the file as MT 1 or 2/MT2\_MS\_XII\_SUBJECT\_NAME OF THE TEACHER)

| Qn. No |                                                                                                                                                                                            | Marks |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 1      | a)Generic Product                                                                                                                                                                          | 1     |
| 2      | c)Speciality good                                                                                                                                                                          | 1     |
| 3      | a)Primary packaging                                                                                                                                                                        | 1     |
| 4      | b)Money Value                                                                                                                                                                              | 1     |
| 5.     | Grade labels are one of the classification under labels by William J.Stanton.They emphasis on standard or grades used for product identification .( 1 ½)<br>Example :Fabric,Tea leaf (1/2) | 2     |
|        | a)                                                                                                                                                                                         | 2     |
|        |                                                                                                                                                                                            |       |

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| 6   | <p>Each product goes through a life cycle which includes the following stages of introduction, growth, maturity and decline.</p> <p>The product life cycle indicates the sales and profit of the product over a period of time.</p> <p>The life cycle of the product category is the longest and that of the brand is shortest usually .</p> <p>Adjustments and modifications need to be made in product marketing mix as the product moves through its life cycle because of changes in the environment, buyer behaviour, and the composition of the market(1 ½)</p> <p>Product Life Cycle -Full Form(1/2)</p> | 2   |
| 7.  | <p>a) A consumer package(1/2)</p> <p>b) A bulk package(1/2)</p> <p>c) An industrial package(1/2)</p> <p>d) A dual usage package(1/2)</p> <p>(Each point with explanation carries 1/2mark each)</p>                                                                                                                                                                                                                                                                                                                                                                                                              | (2) |
| 8   | <p>Significance of pricing for a firm</p> <p>a)To determine firm's competitive position and market share(1)</p> <p>b)To achieve financial goals of the company(1)</p> <p>c)To determine the quantum of production(1)</p> <p>d)To determine the product positioning and distribution in the market .(1)</p> <p>e)To determine the quality and variants in production(1)</p> <p>(Any 3 points with explanation each point with explanation carries 1 mark each)</p>                                                                                                                                               | 3   |
| 9.  | <p>a)price of raw materials(1)</p> <p>b)cost of manufacturing(1)</p> <p>c)market condition(1)</p> <p>d)competition in the market(1)</p> <p>e)brand and quality of product(1)</p> <p>(Any 3 points with explanation,each point with explanation carries 1 mark each)</p>                                                                                                                                                                                                                                                                                                                                         | 3   |
| 10. | <p>a)provides description of the product and specifies its contents(1)</p> <p>b)Identifies the product or brand(1)</p> <p>c)Aids in product grading(1)</p> <p>d)Facilitates in promotion of product(1)</p> <p>e)helps in providing information required as per the law.</p> <p>(Any 4 points with explanation carries 1 mark each)</p>                                                                                                                                                                                                                                                                          | 4   |