



Date: 10/6/24
GRADE: XIIB

MARKING SCHEME -01 (2024-25)
MARKETING(812)

Max marks: 20
Time: 50 Minutes

Sl.No	Questions	Marks
SECTION A		
1	(a) Loss Leaders	1
2	(d) Demand oriented pricing	1
3	(c) Communication	1
4	(c) Receiver, sender	1
SECTION B		
5	1. It helps us build connections. Active listening helps others feel comfortable to share any information with us. When we show our ability to sincerely listen to what others have to say, people will be more interested in talking to us on a regular basis. This can help open up opportunities to collaborate with others, get work done quickly or start new projects. All of these things can help lead us to success in our career. 2. It helps you build trust. When people know they can speak freely with us without interruptions, judgment or unwelcome interjections, they'll confide in us. This is especially helpful when meeting a new customer or business contact with whom we want to develop a long-term working relationship. 3. It helps you identify and solve problems. Actively listening to others will help you detect challenges and difficulties others are facing, or problems within projects. The more quickly you're able to spot these issues, the sooner you can find a solution or create a plan to solve it.	2
6	The steps to be followed in order to teach interview skills in high school. Introduce interview skills • Talk about why good interview skills matter • Explore what good job interview skills look like • Group project • A practical, and interactive activity for participants to learn how to prepare for a job interview. This activity will help them avoid some common mistakes before or during a job interview.	2

7	<p>The importance of pricing in marketing</p> <p>Revenue and Profit Generation: Price directly impacts a firm's revenue and profitability. It determines how much money the company will make from its products or services.</p> <p>Market Positioning: Pricing helps to position a product in the market. Higher prices can signify premium quality, while lower prices might indicate value for money.</p> <p>Competitive Advantage: Effective pricing strategies can give a firm a competitive edge. By strategically setting prices, a company can attract more customers or deter competitors.</p>	2
8	<p>The importance of pricing to customers.</p> <p>Helpful in decision making</p> <p>Helps in satisfaction of needs</p> <p>Enhancement in social welfare</p>	2
	SECTION C	
9	<p>I. What to do before an interview</p> <ul style="list-style-type: none"> • Get a good night's sleep the night before. • Do research. • Eat a good breakfast. • Prepare questions beforehand. <p>II. What to do after an interview</p> <ul style="list-style-type: none"> • Do let the interviewer decide when the interview is over. • Do ask the interviewer when you will hear from him or her again if he or she does not offer the information. • Drop off a thank you note. Always thank interviewer after you have left. 	4
10	<p>The internal factors affecting price.</p> <ol style="list-style-type: none"> 1.Objectives of the firm 2.Role of top management 3.Cost of the product 4.Marketing Mix 	4
	THE END	