



**MARKING SCHEME**

Class-12

MARKETING (SUBJECT CODE 812)

Time Allowed: 3 hours

Maximum Marks:60

**SECTION A: OBJECTIVE TYPE QUESTIONS**

<b>Q. No.</b>	<b>QUESTION</b>	<b>Marks</b>
<b>Q. 1</b>	<b>Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)</b>	
<b>i.</b>	Perseverance	<b>1</b>
<b>ii.</b>	(b) File > Save As Type file name > Save	<b>1</b>
<b>iii.</b>	(b) Avoidant	<b>1</b>
<b>iv.</b>	(a) Decisiveness	<b>1</b>
<b>v.</b>	(b) Self-confidence	<b>1</b>
<b>vi</b>	(b) The arrangement of the content (Images, Text) Changes	<b>1</b>
<b>Q. 2</b>	<b>Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)</b>	
<b>i.</b>	(a) Product line	<b>1</b>
<b>ii.</b>	© Heterogeneity	<b>1</b>
<b>iii.</b>	© Team Pricing	<b>1</b>
<b>iv.</b>	By getting brandmark registered under Trademarks Act	<b>1</b>
<b>v.</b>	(b) Intangibility	<b>1</b>
<b>vi</b>	No third party including WhatsApp can read or listen to messages	<b>1</b>
<b>vii</b>	Agent	<b>1</b>
<b>Q. 3</b>	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>	
<b>i.</b>	(b)Protects	<b>1</b>
<b>ii.</b>	(d) Exchange	<b>1</b>
<b>iii.</b>	Promotion through Trade Fairs	<b>1</b>
<b>iv.</b>	(a)Perceived value pricing	<b>1</b>
<b>v.</b>	Customer Relationship Management	<b>1</b>
<b>vi.</b>	© Counseling	<b>1</b>
<b>vii.</b>	(d) To persuade consumer to buy	<b>1</b>
<b>Q. 4</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
<b>i.</b>	(a) Risk Bearing	<b>1</b>
<b>ii.</b>	(a) Price is independent of the other	<b>1</b>

	elements of the marketing mix	
iii.	© Social Media Marketing	1
iv.	Any two out of Breadth, Depth and Consistency	1
v.	© Public Relation	1
vi.	(d) Cost-plus pricing	1
<b>Q. 5</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	© Distribution	1
ii.	2014	1
iii.	(b) The product must be ready for consumers in the right place	1
iv.	(d) Length of product mix	1
v.	One quality of 5 <sup>th</sup> P of Marketing Mix. Packaging is Attractive Appearance	1
vi	Market Penetration	1
<b>Q. 6</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	Sales Promotion	1
ii.	(b) Product mix	1
iii.	(b) ₹25,000	1
iv.	© Perceived Value Pricing	1
v.	(b) Producer - Consumer	1
vi.	Resale Price Maintenance	1
<b>SECTION B: SUBJECTIVE TYPE QUESTIONS</b>		
	<b>Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)</b>	
<b>Q. 7</b>	<b>Importance of Self-motivation (Any two points)</b> <b>(i) It increases individual's energy and activity</b> <b>(ii) It directs an individual towards specific goals.</b> <b>(iii) It results in initiation and persistence of specific activities</b> <b>(iv) It affects cognitive processes and learning strategies used for completing similar tasks</b>	<b>2</b>
<b>Q. 8</b>	Entrepreneurial Competencies (i) Taking Initiative: It is about making the first move towards setting up of an enterprise and taking action. (ii) Seeking and Acting on Opportunity: An entrepreneur is always on the look-out or searching for opportunity and is ready to exploit it in the best interests of the enterprise.	<b>2</b>

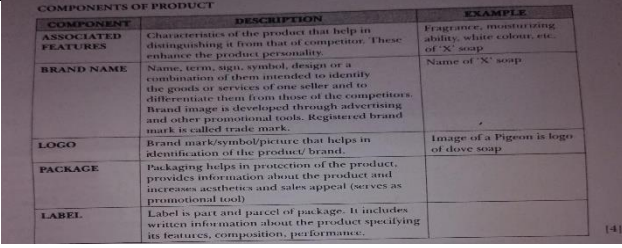
Q. 9	A spreadsheet is an electronic document, which has rows and columns. It is used to store data in a systematic way and do calculations.			2
Q. 10	<b>Interpersonal Skills: It refers to the ability to work with others. Clear communication helps everyone in the team to understand what's expected and how it's measured.</b>  <b>Example: Commons, Leadership and Social Group</b>			2
Q. 11	<b>1. Being present where we are rather than where we are not, brings in peace and calmness in our life. As a calm and peaceful mind can help us achieve wonders. This quality of being aware and conscious of one's self in the present moment is also called mindfulness.</b>  <b>II. Mindfulness helps students to pay attention, reduce stress and helps promote a thoughtful approach towards life</b>			2
<b>Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)</b>				
Q. 12	<b>Push Strategy:</b> 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. <b>Pull Strategy:</b> 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. <b>(1 Mark each)</b>			2
Q. 13	Basis	Skimming Pricing Policy	Penetration Pricing Policy	2
	1. Price Changed	Higher Prices	Below competitive level	
	2. Objective	To recover	To capture market	

		initial investment	share	
<b>Q. 14</b>	<p>Disadvantages of Online Marketing (Any two points)</p> <p>Impersonal: marketing can become impersonal, due to the virtual nature of message and content delivery to a desired audience</p> <p>Competitive: Online marketing can also be crowded and competitive. Although the opportunities to provide goods and services in both local and far-reaching markets is very high but still significant amount of competition exists.</p> <p>Catching Attention: Companies investing in online marketing may find voters attention is difficult to capture due to the number of business also marketing their products and services online</p>			2
<b>Q.15</b>	<pre> graph TD     CG[Consumer Goods] --&gt; CG1[Convenience Goods]     CG --&gt; CG2[Shopping Goods]     CG --&gt; CG3[Specialty Goods]     CG --&gt; CG4[Unsought Goods]     CG1 --&gt; Torch[Torch]     CG2 --&gt; Furniture[Furniture]     Furniture --&gt; CottonClothes[Cotton Clothes]     CG4 --&gt; Vaccinations[Vaccinations] </pre>			2
<b>Q. 16</b>	<p>Objectives of Sales Promotion</p> <p>(1) Increased Trial: Existing customers will increase the sales volume as they will touch in being</p> <p>(2) Increasing Loyalty: Loyalty keeps customers buying even when it is no more the cheapest and the best</p> <p>(3) Widening Usage: Here the marketer has to tell the users of other uses</p> <p>(4) Creating Awareness: Though this job is left to advertising, but there are number of sales promotions very effective at making people aware of products through past promotions with other product or service which is already well known in the market</p>			2
	<b>Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)</b>			
<b>Q. 17</b>	Basis	Advertisement	Word of	3

			mouth communication	
	(i)Control	Controllable element	Non-controllable element	
	(ii)Form	Paid form of communication	Unpaid form of communication	
	(iii)Source	Organisation	Users & influencers	
<b>Q. 18</b>	<b>Marketing Strategy in Growth Stage</b> 1)Product quality is maintained and additional features and support services may be added. 2) Pricing may remain same as the firm enjoys increasing demand with little competition. 3) Distribution channels are added as demand rises and customers accept the product. 4) Promotion is aimed at a broader audience. (Any three points)			<b>3</b>
<b>Q. 19</b>	<b>Functions Performed by wholesaler Buying And Selling:</b> The wholesaler make an estimate of demand for the goods, and then purchase and assembly different varieties of goods from different manufacturers spread throughout the country. They also undertake import of goods from different countries. <b>Storage:</b> 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. <b>Transportation:</b> Wholesalers make transportation arrangement from the premises of manufacturers to their godowns and from their godowns to the			<b>3</b>

	<p>retail stores. They often maintain their own fleet of vehicles for this purpose. (or Any other relevant point)</p>	
<b>Answer any 3 out of the given 5 questions in 50– 80 words each 4 x 3=12</b>		
<b>Q. 20</b>	<p>Basis of Discriminatory Pricing (Any 4 with explanation)</p> <p>(1) Discrimination on the basis of customer segment: The product/service is sold at different prices to different customer groups. eg Indian Railway charges lower fare for students</p> <p>(2) Discrimination on the basis of product form: Different version of the same product are sold at different places. Based on image differences, eg, a company may sell two varieties of a bathing soap Rs 2 and Rs 50 respectively, through the difference in their cost of 10 only</p> <p>(3) Locational discrimination: The product is sold at different prices at two places even though the cost is the same at both the places, e.g., a cinema theatre charges different prices for seats close to the screen and higher for the seats located far off i.e., different for ground floor and Balcony seats.</p> <p>(iv) Time discrimination: Prices differ according to the season or time of the day. Public utilities like taxi charge higher rate at night. Similarly, 5 star hotels charge a lower price for their rooms during off-season."</p> <p>(v) Image discrimination: The same product is priced at different levels on the basis of different images perfume company may price its perfume @ ₹500 each in a bottle and or 1000 in a fancy bottle with</p>	4

	<p>a different name and image.</p>	
<p><b>Q. 21</b></p>	<p><b>21. Advantages of online Marketing (Any 4 with explanation)</b></p> <p><b>(1) Brand Awareness: Online marketing helps in creating awareness about the product and the brand by use of nternet</b></p> <p><b>(2) Measure Impact: A key benefit of using online channels for marketing a business or product is the alality to measure the impact of ans given channel.</b></p> <p><b>(3) Acquiring Valuable Customers: it helps to find how visitors acquired through different channels interact with a website or landing page experience. Of the visitors that convert into paying customers, further analysis can be done to determine which channels are most effective at acquiring valnalle customers</b></p> <p><b>(4) Use of Analytics: Analyst web or mobile app experiences can help determining which online marketing channels are the most cost-effective at acquiring customers</b></p> <p><b>(5) Better Medium: Through data we can get a quick view of which channels are effective at acquiring and driving higher lifetime salue for customers as there are different mediums</b></p>	<p>4</p>

<p><b>Q. 22</b></p>		<p>4</p>
<p><b>Q. 23</b></p>	<p>[16:41, 02/01/2024] Shebajoji: Factors Pertaining to Product (Any two)</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>(Perishability: The products which are of a perishable nature need lesser number of the intermediaries or agents for their sale. Under this very rule, most of the eatables (food items), and the bakery items are distributed only by the retail sellers.</p> <p>(m) Size and Weight: The size and weight of the products too affect the selection of the middlemen. Generally, heavy industrial goods are distributed by the producers themselves to the industrial consumers</p> <p>(n) 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</p> <p>(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>(m) After-Sales Service: The products regarding which the after-sales service is to be provided could be sold off either personally or through the authorized agents.</p> <p>(n) Level of Production: The manufacturers who are financially sound and are of a larger category, are able to appoint the sales representatives in a larger number and they could distribute the commodities (products) in larger quantities. As against this, for the smaller manufacturers it becomes necessary to procure the services of the wholesalers and the retail traders.</p> <p>Financial Resources of the company: From</p>	<p>4</p>



	<p>the financial print of view,the stronger company needs less middlemen .</p> <p>Managerial Competence and Experience: If some producer lacks in the necessary managerial experience or proficiency ,he will depend more upon the middlemen .</p>	
<b>Q. 24</b>	<p>Public Relations is a broad use of advertising guidelines which makes use of adverting, annual reports brochures, event sponsorship and undertaking social projects like helping poor environment to build a favourable image with its various publics. Thus, PR is a generic term for a range of specialist and sophisticated skills inv in communication with publics through, primarily, broadcast , published media.</p> <p>Sponsorship like other marketing actives in more than a century old. It entered the oxford Dictionary around 1930., To support financially or in-kind an event, activity, person, or organization financially or through the provision of products or services to reach specified business goals for good for commercial advantage. A sponsor is the individual or group that provides the support .</p>	4

