



THE VILLAGE
INTERNATIONAL SCHOOL
"We Nurture Dreams"

Date: 8/11/23
GRADE: XIIB

MONTHLY TEST -03 (2023-24)
MARKETING (812)

Max marks: 20
Time: 50 Minutes

MARKING SCHEME

Sl.No	Questions	Marks
SECTION A		
1	(d) All of above	1
2	(a) Communication.	1
3	(c) Prize contest	1
4	(d) Direct mail	1
SECTION B		
5	The promotional technique used by Mr Gupta is personal selling The values which can be inculcated by use of personal selling are Confidence Effective public relation	2
6	Advantages (a) Captive audience Disadvantages (a) Very selective audience	2
7	Advantages Lower Cost: Disadvantages Impersonal(explain each points)	2
8	1.can't be demonstrated 2.It can't be stored	2
9	Advantages are: (1) Brand awareness (ii) Feedback (iii) Competitive advantages (iv) Impact	2
10	Factors are: (i) Cost of promotion (ii) Nature of market (iii) Pull type communication strategy (iv) Availability of media	4