

Date: 10/6/24 MONTHLY TEST -01 (2024-25) Max marks: 20 GRADE: XIIB MARKETING(812) Time: 50 Minutes

General Instructions:

- 1) Questions 1 to 4 carries 1 mark each.
- 2) Questions 5 to 8 carries 2 marks each.
- 3) Questions 9 and 10 carries 4 marks each.
- 4) All questions are compulsory.

SI.No	Questions		Mar
			ks
	- -	CTION A	
1	On Wednesdays, Big Bazaar used to cut back the price of fruits and vegetables to attract large number of customers, however, no change was made on the price of the other products. What are vegetables and fruits called for Wednesday?		1
	(a) Loss Leaders	(c) Branded products	
	(b) Assorted products	(d) Premium products	
2	Name the pricing method which tells the firm what prices competitors are charging in the market, but it ignores replacement costs issue.		1
	(a) Markup pricing (b) Cost plus pricing	(c) Break-even pricing(d) Demand oriented pricing	
3	is a two-way process through wh information or message is exchanged between individuals using language, symbols, signs or behaviour.		1
	(a) Information (b) Listening	(c) Communication(d) Writing	
4	Communication involves a	and a	1

	(a) Sender, communicator (c) Receiver, sender (b) Communicator, receiver (d) Sender, listener	
	SECTION B	
5	Why is active listening important in the workplace?	
6	Mention the steps to be followed in order to teach interview skills in high school.	
7	Explain the importance of pricing in marketing	
8	Describe the importance of pricing to customers.	
	SECTION C	
9	Your friend's interview is scheduled for next week with one of the reputed companies of telecom sector. Suggest your friend what to do before and after the interview (Two points each for what to do before and after the interview)	
10	Explain the internal factors affecting price.	4
	THE END	