



Date: 8/11/23
GRADE: XIIB

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

Max marks: 20
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.

Sl.No	Questions	Marks
SECTION A		
1	Identify the social media marketing platforms used in India. (a) Facebook. (c) Telegram (b) Twitter (d) All of above	1
2	Rajesh is a Hindi speaking person. He lives in Delhi. He completed his Bed degree from Annamalai University in Tamil Nadu. He had to visit the registrar office to collect his degree He was surprised to find the staff at the office speaking in different languages. Name dimension of service quality which was enforced by the university. (a) Timelines (c) Security (b) Communication. (d) Courtesy	1
3	Which one of the following is not the sales technique? (a) Exhibition (c) Prize contest (b) Free sample distribution (d) Advertising	1
4	The advantage of audience selectivity, no advertising competition, and personalisation apply _____ to which type of media. (a) Newspaper. (c) Television (b) Radio. (d) Direct mail	1
SECTION B		
5	Mr Sharad Gupta, working as sales executive in Lord Ganesh Finance Ltd., possesses good marketing technique. His technique involves oral presentation of messages in the form conversation with the prospective customers for the purpose of making sales.	2

	(1) Identify the promotional tool used by Mr Gupta. (ii) Identify the value which can be inculcated by using the technique.	
6	Briefly state the one advantages and one disadvantages of cinema advertising.	2
7	Give one advantage and one limitation of online marketing	2
8	Explain any two problems faced in service marketing.	2
SECTION C		
9	"If you are trying to promote your business, social media can be a huge help". Give four advantages of social media to support this statement	4
10	If you happen to be the promotion manager of Dale India to launch a new health drink, what factors will you keep in mind while selecting the promotion mix?	4
THE END		