



Date: 27.09.24
Grade: XII

TERM 1 EXAMINATION (2024-25)
MARKETING [812]

Max marks: 60
Time: 3 Hours

General Instructions:

1. This question paper contains 24 questions in two sections-Section A and Section B
2. Marks are indicated against each question.
3. Questions 1 to 6 carry 1 mark each.
4. Questions 7 to 16 carry 2 marks each.
5. Questions 17 to 19 carry 3 marks each.
6. Questions 20 to 24 carry 4 marks each.

Qn. No	SECTION A	Marks allocated
Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
1	Which of the following is not a parameter to describe an individual's personality? (a) Self-confidence (b) Openness (c) Neuroticism (d) Agreeableness	1
2	Which of the following is characterized by an extreme feeling of self-importance? (a) Narcissistic personality disorder (b) Borderline personality disorder (c) Dependent personality disorder (d) None of the above	1
3	Ravi has feelings of emptiness, abandonment and suicide. What type of personality disorder is this? (a) Borderline (b) Dependent (c) Avoidant (d) Obsessive	1

4	Mona is helping her sister to overcome a personality disorder. What should she do? (a) Talk to her sister (b) Engage her in hobbies (c) Help her build confidence (d) All of the above	1
5	To select multiple cells/ ranges together we must press and hold _____ key. a) Shift b) ALT c) ENTER d) CTRL	1
6	A rectangular block of contiguous cells, that touch each other, especially along a line in OO Calc is known as _____. a) Cell Reference b) Chart c) Range d) Active Cell	1
Q.2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
1	Which one of the following is not an example of an Industrial product? a) Shirt b) Leather c) Cotton d) Office Equipment	1
2	Sales tend to decline after this stage in the life of a product. a) Introduction b) Growth c) Saturation d) Maturity	1
3	Which of the following is a Shopping Product? a) T.V. Set b) Raw Material c) Sugar d) Milk	1
4	The various stages in the life cycle of a product are listed in the following order: a) Introduction, Growth, Maturity, Saturation, Decline b) Introduction, Growth, Maturity, Decline c) Growth, Introduction, Saturation, Maturity, Decline d) Introduction, Maturity, Saturation, Growth, Decline	1

7	(A)The life cycle of the product is the longest and that of the brand is usually. (R)Modifications need to be made in the PLC because of changes in the environment a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is not the correct explanation of A c) A is true but R is false d) A is false but R is true	1
Q.4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
1	_____ increases aesthetics & sales appeal. a) Label b) Brand name c) Package d) Logo	1
2	The needs of the customer are identified through market research and the insights thus obtained are used to add new features to the product a) Core benefit b) Augmented product c) Differentiated product d) Potential product	1
3	Name the concept used to describe a group of related products manufactured by a single company. a) Product line b) Product portfolio c) Product mix d) Product decision	1
4	Marketers highlight some of the special attributes, features, qualities their brand is endowed with. The difference could be tangible or psychological. These sentences are related to _____ a) Potential Product b) Augmented Product c) Differentiated Product d) Generic Product	1
5	For what type of shopping products does price become secondary in case the focus is on style/ quality? a) Homogeneous products b) Heterogeneous products c) Consumer products d) Services	1
6	All of the following are true about Growth stage except: a) Increase in profits b) Dominant position created by focusing on increasing selective demand c) The industrial profits decrease during this period d) Market expansion with new customers being added	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
1	From which stage of PLC can an organization observe an onset of decline in profits? a) Introduction b) Growth c) Maturity d) Decline	1
2	_____packaging is additional layers of protection that are removed once the product is ready such as the tube of shaving cream, which is covered in a cardboard box, or a glass bottle covered in cardboard box. a) Primary b) Secondary c) Transport d) Temporary	1
3	The product price should be such that it covers the_____on the other element of marketing mix. a) Range b) Expenses c) Place d) Promotions	1
4	Every marketing activity starts with the customer and ends with the customer. a) Consumer b) Customer c) Supplier d) Marketing officer	1
5	It is a large-scale retail establishment where customers can buy almost all their requirements under one roof. a) Multiple shop b) Departmental store c) Convenience store d) General store	1
6	In _____neither the buyer visits the seller's place nor the seller visits the buyer's place a) Departmental store b) General store c) Mail order business d) Supermarket	1
Q.6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
1	Whose job does not end with selling of goods to the retailer? a) Wholesalers b) Manufacturers c) Intermediaries d) Facilitating agencies	1
2	Harihar General Store in your locality keeps all kinds of goods required by local residents for their daily use. This is an example of _____. a) A retail shop b) A departmental store c) A multiple shop d) None of the above	1
3	Place in marketing mix refers to the channel, or the route, through which goods move from the source or factory to the final user. a) Channel b) Place c) Movement d) Position	1
4	_____is also known as channel, distribution, or intermediary. a) Position b) Place c) People d) Distribution channel	1

	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6marks)	
17	State and explain the functions of packaging.	3
18	Define wholesalers. Briefly explain any 3 functions of a wholesaler	3
19	Explain perceived value pricing.	3
	Answer any 3 out of the given 5 questions in 50– 80 words each 4 x 3=12	
20	Dell Computers was founded by a college freshman Michael Dell. By 1985, the company had developed its unique strategy of offering 'made to order'. Along with a superior supply chain and innovative manufacturing, unique distribution strategy adopted by the company acted as a differentiator. Identifying and capitalizing on an emerging market trend. Dell became a strong direct seller, by using mail-order systems before the spread of the internet. After the internet became more mainstream, an online sales platform was also established. Early on in manufacturer consumers the internet era, Dell began providing order status reports and technical support to their customers online. Through careful analysis of the target market, a study of available channel options and effective use of a novel idea, Dell computers managed to reach early success in its industry. A)Identify and explain the channel of distribution adopted by Dell computers. B)Explain another channel of distribution apart from the channel of distribution adopted by Dell computers.	4
21	Explain any four factors affecting price determination.	4
22	State any four services provided by retailers to consumers.	4
23	Explain any four functions of Retailers.	4
24	Explain briefly the four basic types of market intermediaries	4
	THE END	