

**INTERNATIONAL INDIAN SCHOOL DAMMAM**

**MODEL EXAM 2018**

**MARKETING STD XII**

**SET A**

**TIME :3 HRS**

**MARKS :60**

**INSTRUCTIONS :**

- (i) This question paper is divided into four sections.
- (ii) Section A contains 14 questions carrying one mark each ,Answer all these questions.
- (iii) Section B contains 9 short answer types questions carrying two marks each.
- (iv) Section C contains 6 short answer types questions carrying three marks each.
- (v) Section D contains 2 long answer types questions carrying five marks each .

**Section A**

**Select the correct option out of the given options and write the same in your answer book.**

**3\*6=18**

- (1) A deliberate alteration in the physical attributes of a product or its packaging is called  
(A) Product Repositioning (B) Product modification (C) Product Differentiation.
- (2) Distribution channels are added as demand rises and customers accept the product is the marketing strategy of  
(A) Maturity stage (B) Introduction Stage (C) Growth Stage .
- (3) These products are goods with unique characteristics for which a sufficient number of buyers are willing to make a special purchasing effort.  
(A) Convenience products (B) Shopping Products (C) Speciality Products.

- (4) Price indicates the \_\_\_\_\_ which a buyer is ready to exchange for purchase of certain good or service .  
(A) Satisfaction (B) Money value (C) Time.
- (5) Buyers who are aware of firms \_\_\_\_\_ might desire to purchase its products because no longer remains a limiting factor.  
(A) Location (B) Prestige (C) Preference.
- (6) Availability of quality goods at competitive price \_\_\_\_\_ social welfare in society.  
(A) Neutralizes (B) Minimizes (C) Maximizes.
- (7) Functions of wholesalers are  
(A) Buying & Selling (B) Storing (C) All of the above.
- (8) Along with product based factors few more factors that affect the selection of channel of Distribution are  
(A) Price Based (B) Term Based (C) Market Based.
- (9) 'Breaking the bulk ' is the function of  
(A) Wholesaler (B) Retailer (C) Both .
- (10) Promotion mix comprises  
(A) Advertising (B) Sales Promotion (C) All of the above .
- (11) The least cost per customer happens in  
(A) Consumer Promotion (B) Advertising (C) Personal Selling.
- (12) To increase impulsive buying the best suited promotion tool is  
(A) Sale Promotion (B) Advertising (C) Publicity.

(13) Customers cannot - \_\_\_\_\_ the service they receive.

(A) Buy (B) decode (C) Own.

(14) Services have to be reliable \_\_\_\_\_ and secured.

(A) accessible (B) Strong (C) Maturity.

### Section B

**Answer the following Question**

**2\*9=18**

Q.15 Online Marketing and Digital Marketing are same .Explain the statement.

Q.16 “Value Meals at Restaurants “. Identify the kind of pricing and explain in detail.

Q.17 Explain the following Pricing factors and identify the factor categories.

(i)Prevalent Condition

(ii)Promotional Programs.

Q.18 Maruti Udyog selling its cars through NEXA Company owned showrooms. Identify this the channel of distribution and explain.

Q.19 Organizers of Party -based selling events of Tupperware .Identify and Explain the marketing intermediary.

Q.20 Explain the role of communication in promotion.

Q.21 Management which tabulated public attitudes and defines the policies and interests of an organization. Explain the function in detail.

Q.22 Cosmetics manufacturers prefer to use this kind of Label .Identify and Explain.

Q.23 Explain the marketing strategy of shopping goods.

## Section C

**Answer the following questions**

**3\*6=18**

Q.24 Explain the role of Labelling.

Q.25 If Prices are too high ,the business is lost .If the prices are too low ,the firm may be lost ."Comment on the statement.

Q.26 Distinguish between Wholesaler and Retailer.

Q.27 Explain the advantages of telemarketing .

Q.28 Explain the disadvantages of Online Marketing.

Q.29 Quality of Service is always to be judged by what customers think .Explain the below criteria to Judge the quality of service .

(i) Reliability (ii) Access (iii) Security.

## Section D

**Answer the following questions 5\*2=10**

Q.30. "There must be ....and is ..... a life beyond the 30 second spot quotes Joseph Jaffe in his book ,'Life after 30 second spot ' Savvy marketers and advertisers respond with new marketing techniques to get their message out ,get noticed 'It pays to advertise'

But opponents claim that 'Advertisements are sometimes manipulative ,Deceptive and bad taste'.

**In light of above two statements examine arguments for /against advertising.**

Or

Q.30 Pricing is not an end in itself ,but a means to achieve certain objectives of the marketing department of a firm. Survival is the basic objective in most cases .However this objective is a temporary goal. Once it turns the corner ,it shifts to the other objectives .

**Classify the objectives of Pricing and Examine them briefly.**

Pg (4)

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**Section A**

Select the correct option out of the given options and write the same in your answer book.

Answer all the questions.

(1)Product Forms and brands enter into this stage while product lasts longer

(A)Introduction Stage (B)Growth Stage (C)Decline Stage .

(2)Distribution channels are added as demand rises and customers accept the product is the marketing strategy of

(A) Maturity stage (B) Introduction Stage (C) Growth Stage .

(3)These products are goods with unique characteristics for which a sufficient number of buyers are willing to make a special purchasing effort.

(A) Convenience products (B)Shopping Products (C)Speciality Products.

Pg(1)

- (4) Generally price will be set relatively \_\_\_\_\_ by the firm if manufacturing is expensive ,distribution and promotion are exclusive .  
(A) High (B) Low (C) Medium.
- (5) Management of a firm can make estimates of \_\_\_\_\_ at different levels of production at different prices and can choose the best combination of production ,volume and price.  
(A) Cost (B) Profit (C) Variable .
- (6)A leading apparel brand 'Nautica' reduces the price of its new brand 'First Impressions ' charging a premium price at launch and the lowest Price near the end of its Life cycle .This is an example of  
(A) Prestige Pricing (B) Penetration Pricing (C)Skimming Pricing.
- (7) Which one of the following promotional technique is least effective in generating product trials.  
(A)On -pack premium (B)Coupons (C)Refund
- (8) Which of the following is not considered a type of reseller  
(A)Wholesaler (B) Manufacturer (C) Retailer.
- (9) Which of the following is not included in product decisions?  
(A)Styling (B) Brand Name (C) Warehousing .
- (10) Which of the following takes place at retailers end  
(A) Production (B) Consumption (C) Exchange .

- (11) The least cost per customer happens in  
(A) Consumer Promotion (B) Advertising (C) Personal Selling.
- (12) If the company's focus is the short-term, it will concentrate on  
(A) Consumer Promotion (B) Advertising (C) Publicity.
- (13) For a small audience the most suitable promotion tool is.  
(A) Sales Promotion (B) Personal Selling (C) Publicity.
- (14) Services have to be reliable \_\_\_\_\_ and secured.  
(A) accessible (B) Strong (C) Maturity.

### Section B

**Answer the following Question**

**2\*9=18**

Q.15 Organizers of Party-based selling events of Tupperware. Identify and Explain the marketing intermediary.

Q.16 Explain the role of communication in promotion.

Q.17 Management which tabulated public attitudes and defines the policies and interests of an organization. Explain the function in detail.

Q.18 Cosmetics manufacturers prefer to use this kind of Label. Identify and Explain.

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Q.20 Online Marketing and Digital Marketing are same, Explain the statement.

Q.21 "Value Meals at Restaurants" Identify the kind of pricing and explain in detail.

Q.22 Explain the following Pricing factors and identify the factor categories.

(i) Government Regulation

(ii) Nature of goods.

Q.23 Maruti Udyog selling its cars through NEXA Company owned showrooms. Identify this the channel of distribution and explain.

### Section C

**Answer the following questions**

**3\*6=18**

Q.24 Explain the advantages of telemarketing.

Q.25 Explain the disadvantages of Online Marketing.

Q.26 Quality of Service is always to be judged by what customers think. Explain the below criteria to Judge the quality of service.

(i) Tangibles (ii) Courtesy (iii) Responsiveness.

Q.27 Explain the role of Labelling.

Q.28 If Prices are too high, the business is lost .If the prices are too low ,the firm may be lost ."Comment on the statement.

Q.29 Distinguish between Wholesaler and Retailer.

### Section D

**Answer the following questions**

**5\*2=10**

Q.30. "There must be ....and is ..... a life beyond the 30 second spot quotes Joseph Jaffe in his book , 'Life after 30 second spot ' Savvy marketers and advertisers respond with new marketing techniques to get their message out ,get noticed 'It pays to advertise'

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