

Class: XII

Subject: Marketing

Max Marks: 60

Time: 3hrs

SET - A

General Instructions

- ❖ *This question paper is divided into four sections*
- ❖ *Section A contains 9 questions carrying one mark each.*
- ❖ *Section B contains 10 short answer questions carrying two marks each.*
- ❖ *Section C contains 9 short answer type questions carrying three marks each.*
- ❖ *Section D contains 2 long answer type questions carrying five marks each.*
- ❖ *All questions are compulsory.*

Section A Multiple Choice Questions (1 x 9 = 9)

- 1 _____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through the channels.
- a) Integrated Strategy
 - b) Push Strategy
 - c) Pull Strategy
 - d) Blocking Strategy
- 2 Which of the following does not belong to the *Materials and Parts* group of Industrial Products?
- a) Wheat
 - b) Lubricants
 - c) Crude petroleum
 - d) Lumber

- 3 _____ stage of the product life cycle focus on carving a niche within a specific market segment through image marketing and strengthening through repositioning.
- a) Growth Stage
 - b) Decline Stage
 - c) Introduction Stage
 - d) Maturity Stage
- 4 If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?
- a) Advertising
 - b) Personal Selling
 - c) Sales Promotion
 - d) Public Relations
- 5 _____ performs the role of a passive salesman in the marketing of a product.
- a) Branding
 - b) Labelling
 - c) Pricing
 - d) Packaging
- 6 Consumer goods with unique characteristics or brand identification often requiring a special purchase effort are called:
- a) Custom products.
 - b) Specialty products.
 - c) Convenience products.
 - d) Shopping Products

- 7 _____ is the unbranded and undifferentiated commodity.
- a) Potential Product
 - b) Core Product
 - c) Differentiated Product
 - d) Generic Product
- 8 Which of the following is **NOT** a part of marketing communication mix?
- a) Advertising
 - b) Public Relations
 - c) Sales Promotion
 - d) Telemarketing
- 9 Banner Ads, Search engine result pages, Pop ups etc are examples of _____
- a) Print advertising
 - b) Web advertising
 - c) Outdoor advertising
 - d) Speciality advertising

Section B

(2 x 10 = 20)

- 10 What is meant by word -of -mouth communication?
- 11 Why is **Product** considered the core of all marketing activities?
- 12 What do you understand by '**Logo**'?
- 13 Enlist any two points of importance of Promotion.
- 14 Define Personal Selling .
- 15 State any 2 information provided by a Label.
- 16 Define Online Marketing.
- 17 Define Heterogeneous Shopping Products .
- 18 What is ATL communication?
- 19 Define Core Product with the help of an example.

Section C

(3 x 7 = 21)

- 20 Explain briefly the functions of Packaging.
- 21 Distinguish between Convenience, Specialty and Shopping Products on the basis of **Brand Loyalty of consumers**
- 22 Explain the disadvantages of Visual Media.
- 23 What is Promotion Mix? Explain the usefulness of division of communication tools within promotion mix.
- 24 State the features of **Industrial Products**.
- 25 Give any three points of distinction between Advertising and Sales Promotion.
- 26 Explain briefly Public Relations and Sponsorship.

Section D

(5 x 2 = 10)

- 27 Briefly describe the different stages of Product Life Cycle with the help of a diagram.
- 28 List and explain the factors affecting the selection of Promotion Mix.