



# COMMON PRE-BOARD EXAMINATION

## MARKETING-Code No. 812

### Class-XII-(2025-26)

**SET: 1**

**Time allowed: 3 Hrs.**

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#### General Instructions:

Read the following instructions very carefully and follow them:

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##### 1. General Instructions:

1. Please read the instructions carefully.
2. This question paper consists of **24 questions** in **two sections – Section A and Section B**
3. **Section A** has objective type questions whereas **Section B** contains Subjective type questions.
4. Out of the given (6+18 =)24 questions, a candidate has to answer (6+11)= 17 questions in the allotted (maximum) time of 3 hours.
5. All questions of a particular section must be attempted in the correct order.
6. **Section A – Objective Type Questions (30 Marks) :**
  - i. This section has **6** questions.
  - ii. There is no negative marking.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.
7. **Section B – Subjective Type Questions (30 Marks).**
  - i. This section contains **18** questions.
  - ii. A candidate has to do **11** questions.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.

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**Maximum Marks: 60**

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### MARKING SCHEME

#### SECTION A

(Objective Type Questions)

(30 marks)

1. Answer any **4** out of the given **6** questions on Employability Skills.

**4x1= 4**

|  |                                  |              |
|--|----------------------------------|--------------|
| (i)  | b) Product business              |              |
| (ii)   | c) Positive attitude             |              |
| (iii)  | d) Working in an MNC             |              |
| (iv)   | c) Questions with yes/no answers |              |
| (v)  | c) Neat and clean appearance     |              |
| (vi)   | c) Ctrl+b                        |              |
| 2. Answer any <b>5</b> out of the given <b>7</b> questions |                                  | <b>5x1=5</b> |
| (i)  | a) Place                         |              |
| (ii)   | c) Distributors                  |              |

|  |   |                   |
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| (iii)  | b) Search engine Marketing  |                   |
| (iv)   | a) 54   |                   |
| (v)  | c) Homogenous Products  |                   |
| (vi)   | d) Loss leader  |                   |
| (vii)  | c) Sponsorship  |                   |
| 3. Answer any 6 out of the given 7 questions.                      |   | <b>6x1=6</b>      |
| (i)  | b) Two level channels   |                   |
| (ii)   | c) Cost oriented pricing  |                   |
| (iii)  | a) Penetrating price policy   |                   |
| (iv)   | a) Distributor  |                   |
| (v)  | b) LinkedIn   |                   |
| (vi)   | b) Competition-based pricing  |                   |
| (vii)  | b) Pull strategy  |                   |
| 4. Answer any 5 out of the given 6 questions.                      |   | <b>5x1=5</b>      |
| (i)  | d) Courtesy   |                   |
| (ii)   | b) Sweepstakes  |                   |
| (iii)  | a) Above-the-Line   |                   |
| (iv)   | b) Price Lining   |                   |
| (v)  | c) TV advertising   |                   |
| (vi)   | b) Impulse goods  |                   |
| 5. Answer any 5 out of the given 6 questions.                      |   | <b>5x1=5</b>      |
| (i)  | b) Perishability  |                   |
| (ii)   | d) Product diversification  |                   |
| (iii)  | b) Website  |                   |
| (iv)   | a) Facilitating function  |                   |
| (v)  | c) Non-Ownership  |                   |
| (vi)   | a) Logistical function  |                   |
| 6. Answer any 5 out of the given 6 questions.                      |   | <b>5x1=5</b>      |
| (i)  | a) Decline stage  |                   |
| (ii)   | c) Perceived value pricing  |                   |
| (iii)  | d) Differentiated product   |                   |
| (iv)   | a) Both A and R are true, but R is the correct explanation of A.  |                   |
| (v)  | a) Low price  |                   |
| (vi)   | b) Public Relations   |                   |
| <b>SECTION B</b>   |   |                   |
| <b>(Subjective Type Questions)</b>                                 |   | <b>(30 marks)</b> |
| Answer any 3 out of the given 5 questions on Employability Skills. |   |                   |
| Answer each question in 20-30 words                                |   | <b>3x2=6</b>      |
| 7.   | It is a state of feeling upset, annoyed and hopeless. When nothing is working right, unable of achieve goals.<br>Ways to manage stress: |                   |

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|  | Stay positive and analyze what is going wrong in certain situation.<br>(Any other relevant answer)  |              |
| 8.   | Initiative, willingness to take risks, ability to learn from experience, motivation.<br>(Any other relevant answer)   |              |
| 9.   | When a single cell is selected it is called active cell. When a number of cells are selected it is called cell range  |              |
| 10.  | Listening, Speaking, Reading, and writing   |              |
| 11.  | Green jobs in eco-tourism<br>It includes eco-tour guides and eco-tourism operators.   |              |
| Answer any 3 out of the given 5 questions in 20-30 words each. |   | <b>3x2=6</b> |
| 12.  | Information: It informs (awareness and education) customers about the launch of new product/service/idea and the place of availability.<br>Persuasion: The promotion is to persuade the customers to use one particular brand in this brands-cluttered world.<br>Any other relevant answer.   |              |
| 13.  | Psychological Pricing<br>Under this pricing method, the prices of products are set in such a way that has a psychological influence on the buyers. Customary Pricing and Price Lining are examples of psychological pricing.<br>Discrimination or Dual Pricing<br>Under this pricing method, a firm will charge different prices from different customers according to their ability to pay. This policy is popular with service-enterprises like legal and medical services, CAs, etc. |              |
| 14.  | <u>Intangibility</u> : A service can't be seen, touched, held, or put on a shelf, because it has no physical shape. Example entertainment, consulting and drycleaning.<br><u>Simultaneity</u> : In most of the cases production and consumption goes in simultaneously. A consumer has always to be present in the service factory, either the service provider comes to him (plumber) or he goes to service provider (hair salon).<br>(Any other services listed by students)          |              |
| 15.  | Non durable goods are tangible goods normally consumed in either one or a couple of uses. These are purchased regularly and also consumed frequently. Examples include food items and toiletries.<br>Durable goods are tangible goods that can normally be used for many years. These products need more personal selling, after sales service, are often supported by guarantee and warranty programs. Examples include LCD TVs, mobile phones, washing machines and microwaves.       |              |
| 16.  | Explain Advantages of Cinema Advertising<br>1. Captive audience<br>2. Longer video<br>3. Larger screen  |              |
| Answer any 2 out of the given 3 questions in 30-50 words each. |   | <b>2x3=6</b> |
| 17.  | For intensive distribution – More advertising is done with the help of sales promotion.<br>For selective distribution – Promotion mix may vary<br>For exclusive distribution – more of personal selling can be recommended.   |              |

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| 18.  | <p>These are the goods where the customer while selecting the product for purchase makes due comparisons on the bases of quality, price, style and suitability. Shopping products can be homogenous or heterogeneous.</p> <p>1. <b>Homogeneous Products:</b> They are products which are alike, with the sellers engaging on price war. Manufacturers end up distinguishing based on design, services offered or other freebies.</p> <p><b>Heterogeneous Shopping Products:</b> They are products that are considered to unlike or non-standardized. The consumers always shop for a best quality buy. Price becomes secondary in case the focus is on style or quality.</p>  |               |
| 19.  | <p>Functions performed by Retailers</p> <ol style="list-style-type: none"> <li>1. Collection of goods</li> <li>2. Time utility</li> <li>3. Transportation</li> </ol> <p>Explanation required. Any other relevant point also)</p>  |               |
| Answer any 3 out of the given 5 questions in 50-80 words each. |   | <b>3x4=12</b> |
| 20.  | <p><b>Time of purchase:</b> The Taxi charges vary on the basis of time of the day. There are night charges and day charges. Hotels charge different amount for different seasons.</p> <p>b. <b>Location:</b> The similar products can be sold at different prices to the customers in In different places. Factor of place is the determinant of price in such situation. One has to travel a lot to get the same product at a lower rate which is time consuming and may not be economically desirable.</p> <p>c. <b>Product version:</b> A book can be sold for different prices. By binding the book with attractive leather cover, the seller can demand a higher price than the ordinary book.</p> <p><b>The Customer:</b> In a theatre, there are different classes for viewing the same film. But the film is same for all the customers. Some customers are willing to pay more for a comfortable seat. At the same time some customers are not willing to pay higher cost for the same film.</p> <p>(Any other relevant points)</p>  |               |
| 21.  | <p>“The average US adult spends 2.25 hours on social media every day. Over 70% of people who have a positive experience with a business on social media will recommend that business to their networks.”Based on these information as a business tycoon discuss any four type of social media platform which can be used a communication tool to make the companies accessible to those interested in their product and makes them visible to those who have no knowledge of their products.</p> <p><b>1. Facebook:</b> It is the most popular social media platform for brands to be present. They allow a product to provide videos, photos, and longer descriptions, and even testimonials. As of May 2015, 93% of businesses marketers use Facebook to promote their brand. Facebook 107 million male and 33 million female users</p> <p><b>2. Twitter:</b> it is the second most popular social media platform. It allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines. Tweets can contain text, Hash tag, photo, video, Animated GIF, or links to the product's website and other social media profiles, etc. Twitter is also used by companies to provide customer service.</p> <p><b>3. LinkedIn:</b> It is, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others. Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page. LinkedIn provides its members the opportunity to generate sales leads and business partners. LinkedIn has 26.27 million male and 10.73 million female users in India.</p> |               |

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|     | <p><b>4. Google+:</b> Google+, in addition to providing pages and some features of Facebook, is also able to integrate with the Google search engine. Other Google products are also integrated, such as Google<br/>(Any 4 platform with 1 mark each)</p>  |  |
| 22. | <p>Answer :<br/>Protection, Appeal, Performance, Packaging for convenience and Cost effectiveness.<br/>(Any four points with proper explanation)</p>   |  |
| 23. | <p><b>Price of the Product.</b> The products of a lower price have a long chain of distributors. As against it, the products having higher price have a smaller chain. Very often, the producer himself has to sell the products to the consumers directly.<br/><b>Perishability.</b> The products which are of a perishable nature need lesser number of the intermediaries or agents for their sale. Under this very rule, most of the eatables (food items), and the bakery items are distributed only by the retail sellers.<br/><b>Size and Weight.</b> The size and weight of the products too affect the selection of the middlemen. Generally, heavy industrial goods are distributed by the producers themselves to the industrial consumers.<br/><b>Technical Nature.</b> Some products are of the nature that prior to their selling, the consumer is required to be given proper instructions with regard to its consumption. In such a case less of the middlemen are required to be used.<br/>(Any 4 points one mark each)</p> |  |
| 24. | <p><b>Increased trial:</b> Existing customers will increase the sales volume as they will buy in bulk.<br/>2. <b>Increasing Loyalty:</b> Loyalty keeps customers buying even when it is no more the cheapest and the best.<br/>3. <b>Widening Usage:</b> Here the marketer has to tell the users of other uses.<br/>4. <b>Creating Interest:</b> Value promotions that create interest are characterized by humor, inventiveness, typically and style through - being the first to offer a new product as a promotional medium, linking up with a new celebrity or relevant charity or finding a totally new way to do something that people enjoy doing.<br/>(Any 4 point with one mark each)</p>   |  |