



INDIAN SCHOOL AL WADI AL KABIR

DEPARTMENT OF COMMERCE

TERM 1- SAMPLE PAPER

CLASS XII

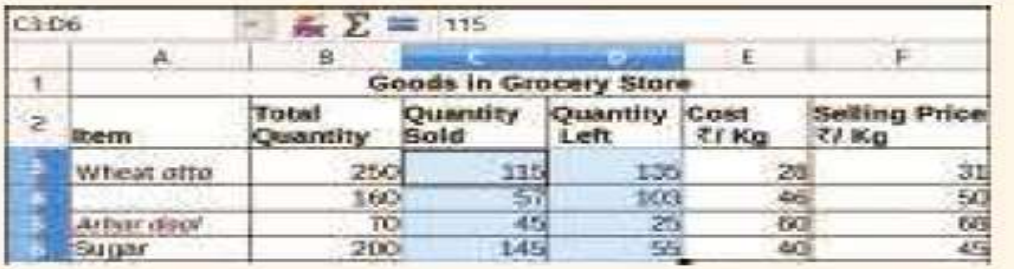
SUB: MARKETING

MAX. MARKS:30

TIME: 90 minutes

GENERAL INSTRUCTIONS:

1. There are 2 sections in this paper Section A & Section B.
2. Both the sections are compulsory.
3. There are 30 Questions.
4. Each question carries 1 Mark.

SR NO.	QUESTION
	SECTION A
1.	<p>while working with slides and text in a presentation, you can add a new slide by pressing_____</p> <p>a) Ctrl+M b) ctrl+ N c) ctrl+ O d) ctrl+ C</p>
2.	 <p>The given picture is an example of _____</p> <p>a) To select an entire row, click the row heading.</p>

	<ul style="list-style-type: none"> b) To select a full column, click the column heading. c) To select an entire worksheet, click the grey rectangle on the upper left corner of the worksheet d) To select a range of cells, click on the starting cell, then hold down the mouse button and drag it till you have selected all the cells you want. Release the mouse button.
3.	<p>Sunny is a student in a high school. Whenever he gets low marks, he is depressed and fights with his friends. He, also, does not try to learn from mistakes. His parents and teachers have tried talking with him but he feels angry, worthless and shouts at them. - identify the personality disorder of Sunny.</p> <ul style="list-style-type: none"> a) Suspicious b) Emotional and impulsive c) Anxious d) Obsessive-compulsive personality disorder
4.	<p>_____ is a state of feeling upset, annoyed and hopeless. There are times when we feel nothing is working right, we are not able to achieve our goals and feel hopeless.</p> <ul style="list-style-type: none"> a) Stress b) Depression c) Anxiety d) Joy

SECTION B

5.	<p>The object in a sentence can be either _____ or _____</p> <ul style="list-style-type: none"> a) Direct, adjective b) adjective, indirect c) Direct, indirect d) Direct, verb
6.	<p>“Eureka Forbes, the company which markets vacuum cleaners and water purifying equipment. It believes that if the market is in the customer's house, the best way to get there is to knock at the door. The company has clearly demonstrated that door-to-door selling can be effective in Indian conditions. One benefit of this method is that the company has complete control over the product, its image at all stages and the user experience.” The company has opted for _____ channel of distribution.</p> <ul style="list-style-type: none"> a) Direct Channel b) Indirect channel c) Two level channel d) Three level channel

7.	<p>_____takes place between manufacturers and customers before closing a deal. Negotiation in terms of quality of product, guarantee, after sale services and finally price takes place before the transfer of ownership is done.</p> <p>a) Negotiation b) Argument c) Contract d) Deal</p>
8.	<p>The _____ function of channel of distribution is involved in the physical exchange of goods. The goods are produced by producer /manufacturer and assembled in different assembly lines. Assembling refers to the process of keeping the goods, purchased from different places, at a particular place. Assembling of goods is done only after they have been bought. Not only assembling but also storage, grading, sorting and transportation are essential for physical exchange of goods.</p> <p>a) Transactional Functions b) Logistical Functions c) Facilitating Functions d) Promotion functions</p>
9.	<p>In _____, middlemen procure supplies of goods from a variety of sources, which is often not of same quality, nature and size and groups them in homogenous groups.</p> <p>a) Sorting b) Dispatching c) Distribution d) Grading</p>
10.	<p>Wholesalers are also independent entities who actually purchase goods from a producer in bulk. (ASSERTION) But it is the retailer who store them in warehouses then goods are resold in smaller amounts at a profit. (REASONING)</p> <p>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.</p>
11.	<p>This method is used extensively by retailers. In this, a retailer usually offers a good, better and best assortment of products at different price levels. For example, a retailer of readymade shirts may sell them at three prices: Rs. 90 for the economy choice, Rs. 150 for the medium quality and Rs. 500 for highest quality.</p> <p>Identify the pricing method.</p>

	<ul style="list-style-type: none"> a) Psychological Pricing b) Price Lining c) Resale Price Maintenance d) Everyday low pricing
12.	<p>Under Market Skimming Pricing method, a seller may charge higher prices during the initial stages of the product life- that is, during the introduction of the new product in market. (ASSERTION)</p> <p>This is done to recover the initial investment on the product quickly and reap higher profits during the introduction stage, because of fear of competition at a later stage in the product-life-cycle. (REASONING)</p> <ul style="list-style-type: none"> 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.
13.	<p>Contribution per unit = _____</p> <ul style="list-style-type: none"> a) Selling Price per unit – Variable cost per unit b) Selling Price per unit + Variable cost per unit c) Selling Price per unit – Fixed cost per unit d) Selling Price per unit + Fixed cost per unit
14.	<p>Markup is the difference between the cost of a good or service and its selling price. (TRUE OR FALSE)</p>
15.	<p>If the cost of acquiring material and _____ of the product is high, the price of the product in the market will also be higher.</p> <ul style="list-style-type: none"> a) Manufacturing cost b) Promotion cost c) Import cost d) manufacturing cost
16.	<p>Which of the following is not an importance of Pricing to Consumers</p> <ul style="list-style-type: none"> a) Helpful in decision-making b) Helps in satisfaction of needs c) Helps determine the purchasing power and standard of living of the Consumer d) Improvement in company's image

17.	<p>As an element of the marketing-mix, a firm's _____ strategy should be directed towards the achievement of specific marketing-objectives which would lead to the accomplishment of overall organisational objectives.</p> <p>a) Product b) Price c) Place d) Promotion</p>
18.	<p>A simple jewellery store in the Chandni Chowk market of Delhi will set price of its ornaments based on cost of gold/silver and making charges, cost of labour for making a particular piece of jewellery. But a high-end jewellery store such as Kalyan Jewellers or Tanishq will price similar ornaments at a much higher price. Identify the aspect of production.</p> <p>a) Brand and quality of product b) Market condition c) Competition in the market d) Price of raw material</p>
19.	<p>Supportive government policies _____ businesses through healthy competition.</p> <p>a) Promote b) Forces c) Introduces d) Prepares</p>
20.	<p>There is a (an) _____ relationship between the price and quantity demanded of a commodity.</p> <p>a) Inverse b) Direct c) Indirect d) No</p>
21.	<p>This is stage PLC is characterized by</p> <p><input type="checkbox"/> Reduced costs because of economies of scale. <input type="checkbox"/> Increase in competition with the customer having greater choices in form of different types of product, packaging and prices. <input type="checkbox"/> Market expansion with new customers being added. <input type="checkbox"/> Dominant position created by focusing on increasing selective demand <input type="checkbox"/> Increase in profits.</p> <p>Identify the stage of PLC</p> <p>a) Introduction Stage</p>

	<ul style="list-style-type: none"> b) Growth Stage c) Maturity Stage d) Decline Stage
22.	<p>_____ are good that a customer purchases _____, with _____ effort and time to make a buying decision.</p> <ul style="list-style-type: none"> a) Convenience Products, frequently, minimum b) Convenience Products, frequently, maximum c) Unsought products, frequently, maximum d) Unsought products, frequently, no
23.	<p>A brand is defined as a name, term, symbol, design or a combination of them which is intended to identify the goods and services of one seller and to differentiate them from those of competitors. (ASSERTION)</p> <p>A trade mark is a brand with legal protection, thus ensuring its exclusive use by one seller. (REASONING)</p> <ul style="list-style-type: none"> 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.
24.	<p>It is the brand mark/symbol and an essential aspect of the product, extending its support to the brand effectively. Symbols and pictures ensure product/brand identification and recall with their importance being enhanced in rural markets where brands are mostly recognized by their picture in the _____ .</p> <ul style="list-style-type: none"> a) Logo b) Core product c) Packaging d) Label
25.	<p>According to Levitt, a product offer can be conceived at four levels: the generic product, expected product, augmented product and the potential product. (TRUE OR FALSE)</p>
26.	<p>“Nirma, washing powder, a low-priced product was launched to counter Surf which was priced high.” Identify the factors influencing the product mix.</p> <ul style="list-style-type: none"> a) Market demand b) Cost of product c) Quantity of production d) Advertising and distribution factors
27.	<p>“LG produces a variety of electrical gadgets such as television sets, washing machines, refrigerators etc.” Given is an example _____ of the product mix.</p>

	<ul style="list-style-type: none"> a) Breadth b) Depth c) Consistency d) Overall
28.	<p>_____ may be defined as a deliberate alteration in the physical attributes of a product or its packaging. It is the process by which the existing products are modified to suit the changing demand on account of changes. (FILL IN THE BLANK)</p> <ul style="list-style-type: none"> a) Product modification b) Product mix c) Product diversification d) Product standardization
29.	<p>_____ is the unbranded and undifferentiated commodity.</p> <ul style="list-style-type: none"> a) Generic product b) Customized product c) Augmented product d) Future product
30.	<p>Staple Goods, Impulse Goods and Emergency Goods are the sub categories of _____</p> <ul style="list-style-type: none"> a) Convenience Products b) Shopping Products c) Specialty Products d) Unsought Products