

**MARKING SCHEME
SAMPLE PAPER
MARKETING -783
CLASS XII**

Q. No.	Hint to questions	Marks allotted
<u>SECTION –A</u>		
<u>Answer any 10 questions out of the given 12 questions:</u>		
Q1.	B) Product	1
Q2.	C) Differential pricing.	1
Q3.	C) Individual Brand	1
Q4.	C) Psychological pricing	1
Q5.	B) Transactional function	1
Q6.	B) Wholesaler	1
Q7.	A) Promotion	1
Q8.	C) Advertising	1
Q9.	B) Non-perishability	1
Q10.	A) Information Communication Technique	1
Q11.	A) Conventional packaging	1
Q12.	D) Non-credibility	1
<u>Very ShortQuestions: (2 marks each).</u>		
<u>Answer any 5 questions out of the given 7 questions:</u>		
Q13.	1) On the basis of customer- Employee presence 2) On the basis of level of tangibility 3) Any other relevant type	1+1
Q14.	A) Extra fill pack B) Free offer	1+1
Q15.	1) Appeals to the customers 2) Realistic 3) Any other relevant point	1+1
Q16.	Functions of wholesaler are:- 1) Storage 2) Transportation 3) Any other relevant function	1+1
Q17.	1) Wholesaler deals in large quantities, while retailer deals in small quantities. 2) Wholesaler sells to retailers, while retailer sells to consumers. 3) Any other relevant point	1+1

Q18. Facilitating function 1/2
 This function facilitates both the transaction as well as the physical exchange of goods. 1.5
 Traders are guided by the manufacturer to help them in selling goods while the traders also inform manufacturers of the customers' opinions about the product

Q19. 1) Impersonal 1+1
 2) Competitive
 3) Any other relevant point

Short Questions: (3marks each).

Answer any 5 questions out of the given 7 questions:

Q20. Growth stage 1
 Marketing strategies are:- 1+1
 1) Product quality is maintained
 2) Distribution channels are added as demand rises and customers accept the product
 3) The firm seeks to build brand preference and increase market share

Q21. 1) Market demand 1+1+1
 2) Cost of product
 3) Competitors' actions
 4) Any other relevant point

Q22. 1) Objective of the firm 1+1+1
 2) Cost of the product
 3) Size of the Organisation
 4) Any other relevant point

Q23. 1) Discrimination on the basis of customer segment 1+1+1
 2) Locational discrimination
 3) Time discrimination
 4) Any other relevant point

Q24. No intermediaries are involved, the manufacturer sells directly to the customer, a.k.a. 3
 direct channel or direct selling.
 For example: McDonald's

Q25. 1) Increased trial 1+1+1
 2) Increased loyalty
 3) Creating interest
 4) Any other relevant point

Q26. 1) Brand awareness 1+1+1
 2) Better medium
 3) Acquiring valuable customers
 4) Any other relevant point

Long/Essay type questions (5 marks each).

Answer any 5 questions out of the given 7 questions:

Q27. 1) Facebook 1+1+1+1+1
 2) Twitter
 3) LinkedIn
 4) Google Plus
 5) WhatsApp
 6) Any other relevant point
 (with explanation)

Q28. 1) Push and pull strategies 1+1+1+1+1
 2) Product features
 3) Buyer readiness
 4) Type of distribution
 5) Type of buyer
 6) Any other relevant point

Q29. 1) Advertising is costly whereas sales promotion is cheap 1+1+1+1+1
 2) Advertising is for long run while sales promotion is for short run
 3) Advertising is suitable for medium and large firms while sales promotion is suitable for large firms
 4) Advertising has twin objectives of increasing sales and building brands whereas sales promotion has an extra objective of providing knowledge
 5) Result of advertising is slower than that of sales promotion

Q30. Place is the mechanism through which goods move from the manufacturer to the consumer. It's also called channel of distribution. 5
 It comprises of a set of 4 participants of distribution system- intermediaries, consumers, facilitating industries and manufacturers.
 The channels perform various functions like buying, selling, assembling, standardisation, grading, packaging, risk bearing, etc.

Q31. 1) Profitability objective 5
 2) Market related objective
 3) Public relation objective
 (with explanation)

Q32. If market conditions are good i.e. high demand and more customers are ready to pay with high income, companies set high prices for their product and vice-versa. 2.5

Govt. fixes the prices for the protection of consumers and in this case, manufacturer cannot increase the price of the product beyond the limit decided by the govt. If govt. policies are supportive and promote businesses through healthy competition in the market, the firms can fix higher prices. 2.5

Q33. 1) Convenience goods 5
 2) Shopping goods
 3) Speciality goods
 4) Unsought goods
 (meaning and features with marketing strategies of each)