

**General Instructions:-**

1. Evaluation is to be done as per instructions provided in the Marking Scheme. It should not be done according to one's own interpretation or any other consideration. Marking Scheme should be strictly adhered to and religiously followed.
2. The Head- Examiner has to go through the first five answer scripts evaluated by each evaluator to ensure that evaluation has been carried out as per the instructions given in the Marking Scheme. The remaining answer scripts meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
3. If a question has parts, please award marks on the right hand side for each part. Marks awarded for different parts of the question should then be totalled up and written in the left hand margin and encircled.
4. If a question does not have any parts, marks must be awarded in the left hand margin and encircled.
5. If a student has attempted an extra question, answer of the question deserving more marks should be retained and other answer scored out.
6. No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
7. A full scale of marks 1-60 has to be used. Please do not hesitate to award full marks if the answer deserves it.
8. Every Examiner should stay up to sufficiently reasonable time normally 8 hours every day and evaluate 25-30 answer books.
9. Avoid the following common types of errors committed by the Examiners in the past-
  - Leaving answer or part thereof unassessed in an answer scripts.

- Giving more marks for an answer than assigned to it or deviation from the marking scheme.
  - Wrong transference of marks from the inside pages of the answer book to the title page.
  - Wrong question wise totaling on the title page.
  - Wrong totaling of marks of the two columns on the title page.
  - Wrong grand total.
  - Marks in words and figures not tallying.
  - Wrong transference of marks from the answer book to award list.
  - Answers marked as correct but marks not awarded.
  - Half or a part of answer marked correct and the rest as wrong but no marks awarded.
10. While evaluating the answer scripts if the answer is found to be totally incorrect, it should be marked as (X) and awarded zero (0) Marks.
11. Any unassessed portion, non- carrying over of marks to the title page or totaling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also of the Board. Hence in order to uphold the prestige of all concerned, It is again reiterated that the instructions be followed meticulously and judiciously.
12. The Examiners should acquaint themselves with the guidelines given in the Guidelines for spot Evaluation before starting the actual evaluation.
13. Every Examiner shall also ensure that all the answers are evaluated, marks carried over to the title page, correctly totalled and written in figures and words.
14. As per orders of the Hon'ble Supreme Court, the candidates would now be permitted to obtain photocopy of the Answer Book on request on payment of the prescribed fee. All examiners/ Head Examiners are once again reminded that they must ensure that evaluation is carried out strictly as per value points for each answer as given in the Marking Scheme.

**MARKING SCHEME****SENIOR SCHOOL CERTIFICATE EXAMINATION. 2018**

N. B.:

Subject: Marketing (Code: 783)

Q.  
No.

Expected Answer/ Value Points

Distribution  
of Marks

1. Which of the following is a Shopping Product?

- a) T. V. Set
- b) Raw Material
- c) Sugar
- d) Milk

Ans. a) T.V. Set.

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2. The various stages in the life cycle of a product are listed in the following order:

- a) Introduction, Growth, Maturity, Saturation, Decline
- b) Introduction, Growth, Saturation, Maturity, Decline
- c) Growth, Introduction, Saturation, Maturity, Decline
- d) Introduction, Maturity, Saturation, Growth, Decline

Ans. a) Introduction, Growth, Maturity, Saturation, Decline

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3. The following of these are used for packaging of wheat:

- a) Wooden Boxes
- b) Cardboard Boxes
- c) Jute Sacks
- d) Plastic Buckets

Ans. C) Jute Sacks

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4. Under this pricing policy, different customers are charged different prices:

- a) Skimming-the-cream
- b) Penetrating
- c) Follow-the-leader
- d) Discriminating

Ans. D) Discriminating

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5. Skimming-the-cream pricing policy should not be adopted when

- a) The product is new and is a speciality product.
- b) Heavy expenses have been incurred on the development and introduction of the product.
- c) Demand is to be restricted to the level which can be easily met.
- d) The demand for the product is highly elastic.

Ans. d) The demand for the product is highly elastic.

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6. If one of the firms in an industry sets the price of the product and all other firms sell at the same price, it will be called

Ans.	<p>a) Non-competitive price b) Option less price c) Follow-the-leader price d) Non-discriminatory price</p> <p>C) Follow-the-leader price</p>	1	1
Ans.	<p>7. They bring buyers and sellers together and negotiate purchase or sale on behalf of others:</p> <p>a) Brokers b) Wholesalers c) Retailers d) Cooperative stores</p> <p>a) Brokers</p>	1	1
Ans.	<p>8. Harihar General Store in your locality keeps all kinds of goods required by local residents for their daily use. This is an example of</p> <p>a) A retail shop b) A departmental store c) A multiple shop d) None of the above</p> <p>a) A retail shop</p>	1	1
Ans.	<p>9. One of the following is an element of Promotion Mix:</p> <p>a) Product b) Price c) Personal selling d) Plant location</p> <p>C) Personal selling</p>	1	1
Ans.	<p>10. With reference to Newspapers Advertising, one of the following statements is not correct:</p> <p>a) It is suitable for consumer products of mass appeal. b) It can be used to communicate even with those people who are illiterate. c) It is a good source of income to newspapers. d) Cost of advertisement per reader is relatively low.</p> <p>b) It can be used to communicate even with those people who are illiterate.</p>	1	1
Ans.	<p>11. Which of the following statements is correct ?</p> <p>a) Personal selling is also known as Salesmanship. b) Advertisement and Publicity have the same meaning. c) Marketing promotion may also be called Sales promotion. d) Personal selling is not a component of Promotion mix.</p> <p>a) Personal selling is also known as Salesmanship.</p>	1	1

12. **Social Media Marketing involves**
- Advertising in newspapers
  - Advertising on T.V.
  - Using website
  - Using posters, hoardings, electronic displays, etc.

Ans. C) Using website

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13. **One of the following is a characteristic of service:**
- It can be touched or viewed
  - It can be stored
  - It cannot be separated from the service provider
  - It can be produced in anticipation of demand

Ans. C) It cannot be separated from the service provider

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14. **One of the following is the name of a Social Networking site:**
- Microsoft
  - Excel
  - Twitter
  - Java

Ans. C) Twitter

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15. **Distinguish between Consumer products and Industrial products.**

Ans. Difference between Consumer Products and Industrial Products: (Any two differences)

Consumer Products	Industrial Products
i) These are purchased by ultimate consumers for final consumption.	i) These are purchased by business firms for producing and distributing other goods.
ii) Example: Convenience products, shopping products, speciality products and Unsought products.	ii) Example: Raw material & parts, capital items, Supply and business services.
iii) Consumer Products have direct demand.	iii) Industrial Products have indirect demand.
iv) Levels (Middlemen) in the channel of distribution are comparatively more.	iv) Levels in the channel of distribution are comparatively less.

Or any other correct difference.

1x2 = 2

2

16. **What are speciality products? Give two examples.**

Ans. Speciality Products: Speciality products are the products with unique characteristics or brand identification for which a sufficient number of buyers are willing to make a special purchasing efforts.

1

	Examples:- Cars, High end Products etc.	$\frac{1}{2} \times 2 = 1$	2
17.	<b>What is Penetrating Price policy? Give one example.</b>		
Ans.	Penetrating Price Policy: Penetrating Price Policy is a policy where in an attempt is made to set low initial price for new products related to the cost to establish market share, prompt the competitors and/or to capitalize production economies. Examples: JIO or Any one correct example.	1 1	2
18.	<b>Differentiate between 'Cost' and 'Price'.</b>		
Ans.	Cost:- Amount of money spent for producing or procuring the product i.e. cost incurred for raw material, Labour and other expenses. Price:- It represents the amount of money that customers pay to the sellers to gain benefits of having or using a good or service.	1 1	2
19.	<b>Giving reasons, suggest a suitable media of advertising for a Refrigerator.</b>		
Ans.	Newspaper:- Reason: Wide coverage and Economical OR Television:- Reason: Continuous force, Product can be demonstrated & explained OR Any other media with reason (One mark for correct media + one mark for correct reason)	1 + 1	2
20.	<b>Give one advantage and one disadvantage of distributing free samples for sales promotion.</b>		
Ans.	Advantage i) It allows the customers to try the product and learn about it. Disadvantage i) Consumer can leave the product before buying OR i) Not suitable for expensive products.	1 1	2
21.	<b>Explain any two problems faced in Service Marketing.</b>		
Ans.	Any two of the following problems faced in Service Marketing: i) A service can not be seen, touched, held or put on a shelf because it has no physical shape. ii) Services can not be stored. iii) Services can not be standardized because of heterogeneity. iv) Perishability is the main source of many of the problems of supply and demand that services marketers faced. v) Customer can not own the services they avail the same because ownership is not transferred from the seller to the buyer	1+1	2

<p>22.</p> <p>Ans.</p>	<p><b>Give one advantage and one limitation of online marketing.</b></p> <p>Any one of the following Advantages of online marketing:</p> <ul style="list-style-type: none"> <li>i) Brand awareness.</li> <li>ii) Impact can be measured.</li> <li>iii) Helps in acquiring valuable customers.</li> <li>iv) Better medium of marketing.</li> <li>v) Helps to analyse customer’s behavior.</li> </ul> <p>Any one of the following Limitations of online marketing:</p> <ul style="list-style-type: none"> <li>i) Impersonal.</li> <li>ii) Competitive.</li> <li>iii) Companies investing in online marketing may find visitors’ attention difficult to capture due to the fact that large number of business enterprises market their products &amp; services online.</li> </ul>	<p>1</p> <p>1</p>	<p>2</p>
<p>23.</p> <p>Ans.</p>	<p><b>What is Social Media? Write the names of two Social Media sites.</b></p> <p>Social media: Social media is the use of website based platforms, application and technologies that enable people to socially interact with one another online.</p> <p>Examples: Any two Examples Facebook, Twitter, Instagram, Whatsapp.</p>	<p>1</p> <p><math>\frac{1}{2} \times 2 = 1</math></p>	<p>2</p>
<p>24.</p> <p>Ans.</p>	<p><b>“What is convenience product for one person may be a shopping product for another.” Explain with the help of examples.</b></p> <p>Convenience Products: Convenience Products are the products that a customer purchases frequently with minimum efforts &amp; time to make a buying decision. Examples: Soft drinks, Milk, Soap etc.</p> <p>Shopping Products: Shopping Products are products where the customer while selecting the products for purchase make due comparison on the basis of quality, price, style and suitability. Examples: Television, wrist watch, washing machine etc.</p> <p>When a customer while purchasing convenience products makes more efforts and spends more time to make a buying decision, it becomes a shopping product for him. On the other hand, when a customer does not make comparison on the basis of quality, price, style &amp; suitability and does not spent much efforts &amp; time in buying a shopping product it become a convenience product for him.</p> <p>For example vegetable, fruits etc. bought by making a special effort by a consumer will become shopping products for him. Similarly wrist watch or T. V. bought out of impulse will become convenience products.</p>	<p><math>\frac{1}{2}</math></p> <p><math>\frac{1}{2}</math></p> <p>1</p> <p>1</p>	<p>3</p>
<p>25.</p> <p>Ans.</p>	<p><b>Explain any three factors affecting Price Determination.</b></p> <p>Brief explanation of any three of the following factors: (Any Three)</p> <ul style="list-style-type: none"> <li>i) Objective of the firm.</li> <li>ii) Role of top management.</li> <li>iii) Cost of the product.</li> </ul>		



- iv) Product differentiation.
- v) Marketing Mix.
- vi) Size of the organization.
- vii) Location of the organization.
- viii) Nature of goods.
- ix) Promotional Programmes.
- x) Market Demand of the product.
- xi) Buyers Behavior.
- xii) Competition.
- xiii) Raw Material.
- xiv) Prevalent Economic conditions.
- xv) Govt. Regulations.

Note:

- 1. If a candidate has given heading only, ½ mark for each heading may be awarded.
- 2. No mark should be deducted if a candidate gives correct explanation without heading.

1 x 3      3

**26. Mention the services provided by the retailers to the consumers.**

Ans. Brief explanation of any three Services provided by the retailer to the consumers:

- i) Collection of goods: Retailers purchase and collect goods from large number of wholesalers.
- ii) Time utility: Retailers keep a large number of products purchased from wholesalers of different varieties to sell them to customers whenever they required. Thus, retailers create time utility.
- iii) Transportation: Retailers perform transportation function by carrying the goods from the wholesalers and delivering them over to ultimate consumers.
- iv) Financing/ Credit Facility: Retailers provide credit facility to customers and thus increase their short term purchasing power.
- v) Consumer Education: Retailers educate customers by informing them about the availability and diverse uses of new products through their demonstration.
- vi) Spokesperson of customers: Retailers communicate the needs or demand of their customers to the wholesalers and manufactures. Thus, they act as the spokespersons or agents of the customers.

1 x 3      3

**27. What are the differences and similarities between wholesalers and large scale retailers? Explain briefly.**

Ans. Differences between wholesalers and large scale retailers

Wholesalers	Large scale Retailers
i) Deals in limited range of products.	i) Deals in wide range of products.
ii) Management may not be organized.	ii) Management is generally organized.
	iii) Location is important.

1 x 3      3



	<p>iii) Location not important. iv) Generally do not provide public conveniences and recreational facilities.</p>	<p>iv) Provide public conveniences and recreational facilities.</p>	<p>1+1=2</p>	
	<p>(Any two difference of one marks each)</p>			
	<p>Similarities between wholesalers and large scale retailers: (Any one with brief explanation)</p> <ul style="list-style-type: none"> <li>i) Both buy the products in bulk.</li> <li>ii) Both require large capital investment.</li> <li>iii) Both are trading intermediaries.</li> </ul>		<p>1</p>	<p>3</p>
<p>28. Ans.</p>	<p><b>What is Mail Order Business? For what type of goods is it not considered suitable?</b></p> <p>Mail order Business: Sale of goods using mail services or post offices is called "Mail order Business".</p> <p>Type of goods for which Mail order Business is not suitable (Any two)</p> <ul style="list-style-type: none"> <li>i) Perishable goods.</li> <li>ii) Heavy and bulky goods.</li> <li>iii) Non - standardized goods.</li> </ul>		<p>2</p> <p><math>\frac{1}{2} + \frac{1}{2} =</math></p> <p>1</p>	<p>3</p>
<p>29. Ans.</p>	<p><b>One of your friends wants to buy a pair of shoes online. Explain to him the procedure of doing so.</b></p> <p>Procedure for purchasing shoes online:</p> <ul style="list-style-type: none"> <li>i) Selection of application using internet on Computer, Laptop or Smart phone.</li> <li>ii) Opening the selected site.</li> <li>iii) Viewing the various types of shoes considering their price &amp; quality.</li> <li>iv) Selecting the pair of shoes to be purchased.</li> <li>v) Ordering the shoes to be purchased, by giving address for delivery.</li> <li>vi) Making payment online or on delivery. (C.O.D.)</li> </ul> <p>(In case a candidate has correctly explained the procedure in any other form, full marks may be given)</p>		<p>3</p>	<p>3</p>
<p>30. Ans.</p>	<p><b>What are Departmental Stores? State any four advantages and four demerits of departmental stores.</b></p> <p>Departmental stores are the large scale retail enterprises which sell large number of products under one roof. The departmental stores are divided in different departments based on the type of products.</p> <p>Advantages of Departmental Stores: (Any two instead of any four)</p> <ul style="list-style-type: none"> <li>i) Provide a number of services &amp; facilities.</li> <li>ii) Convenience in shopping because of centralized location.</li> <li>iii) Purchases goods directly from manufactures and eliminate middlemen.</li> <li>iv) Each department advertises for other departments</li> </ul>			

	<p>Demerits: (Any two instead of any four)</p> <ul style="list-style-type: none"> <li>i) Required large capital investment.</li> <li>ii) No personal attention to customers.</li> <li>iii) Higher Prices.</li> <li>iv) Not suitable for buying convenience goods.</li> </ul> <p>(If a candidate has stated only advantages or demerits, full marks may be given)</p>	1+2+2	5
<p>31.</p> <p>Ans.</p>	<p><b>“The maintenance of ethical standards in all forms of advertising is essential if advertising is to fulfil its proper function as a marketing tool.” Support this statement explaining the functions of advertising.</b></p> <p>Advertising: Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. To be ethical advertising should not encourage sale of inferior products, should not confuse the buyers, should not unnecessarily add to cost and should not be in bad taste and should not make false claims.</p> <p>Functions of Advertising: (Brief explanation of any two of the following functions)</p> <ul style="list-style-type: none"> <li>i) Creates demand.</li> <li>ii) Facilitates introduction of new products.</li> <li>iii) Educates potential customers.</li> <li>iv) Creates customers loyalty.</li> <li>v) Creates image/ reputation/ goodwill of the enterprise.</li> </ul> <p>Note:</p> <ol style="list-style-type: none"> <li>1. If a candidate has given only heading of the functions of advertising, ½ mark for each correct heading may be awarded.</li> <li>2. If a candidate has given correct explanation of a function without heading, full marks may be awarded.</li> </ol>	<p>2</p> <p>1</p> <p>1x2 = 2</p>	5