



Class: XII
Date:23/05/2024

MaxMarks:20
Time: 40 MINUTES

General Instructions:

1. This question paper contains 10 questions.
2. The question paper contains 4 sections - A, B, C and D
 - 2.1. Section A contains multiple choice questions
 - 2.2. Section B - 2 marks; Answers to these questions may be from 30-40 words.
 - 2.3. Section C - 3 marks; Answers to these questions may be from 50-75 words.
 - 2.4. Section D - 5 marks; Answers to these questions may be from 120-150
3. Internal choice is given in the paper, there is no overall choice.

SECTION :A

1. Sankalp Singh Parihar cultivates the world's most expensive Miyazaki variety of mangoes at his farm in Dhedagoua village in Madhya Pradesh. The Miyazaki variety of mangoes he grows at his farm sell at ₹2.5 lakh per kg in Japan. In India he got a price of ₹ 21,000 per kg, but he is yet to launch sales and is focusing on propagating the variety now. He intends to plant more He saplings and make the mangoes affordable for Indians and sell it for as little as ₹2,000 per kg. He plans in such a manner that economic feasibility can be achieved in a few years. Identify the plan. [1]
 - a. Organisational plan
 - b. Financial plan
 - c. Operational plan
 - d. Production plan

OR

Company form of business is suitable when:

- a. It is heavy and basic industry
- b. Large scale operations are involved
- c. Heavy risk involved
- d. All of the above

2. Read the following statement: **Assertion (A) and Reason (R)** : Choose the correct Alternative. [1]

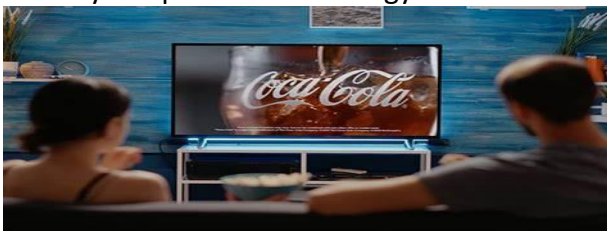
Assertion (A) : A company which is suffering huge losses can be shut down only by following the procedures laid down in Companies Act.

Reason (R) : : A company can be born as well as liquidated only by law.

Alternatives:

- (a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).
- (b) Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of Assertion (A).
- (c) Assertion (A) is true, but Reason (R) is false.
- (d) Assertion (A) is false, but Reason (R) is true.

3. Identify the promotion strategy shown in the image below: [1]



- a. Below-the-line
 - b. Through-the-line
 - c. Above-the-line
 - d. None of these
4. From the following items given in Column A match the items given in Column B. [1]

i.	Advertising	a.	To reach a mass audience with a specified customer
ii.	Personal selling	b.	To stimulate short-term sales.
iii.	Sales promotion	c.	To appeal to a mass audience to create awareness.
iv.	Publicity	d.	Dealing with individual customers

Alternatives:

- | | |
|-----------------------------|-----------------------------|
| a. i(a) ii(d) iii (c) iv(b) | b. i(a) ii(d) iii (b) iv(c) |
| c. i(c) ii(d) iii (c) iv(a) | d. i(c) ii(d) iii (b) iv(a) |

5. Pratyush hired Praveen Internationals, a marketing firm, to create a unique identity for his dairy products. As such it helps the customers to identify his product with the help of that identity like they identify Amul with the help of the Amul-girl. He also asked to create a unique name as well for his product. So, what part of the marketing mix was Parveen International asked to create? [1]
- | | |
|---------------|---------------|
| a. Logo | b. Trade mark |
| c. Brand mark | d. patent |

SECTION:B

6. Jai Prakash Ltd. was running into losses for the past few years. The company appointed a consultant to look into the reasons for the loss. The consultant after analyzing everything framed a sales strategy, which helped the sales force spend time targeting the right customer at the right time. This helped the company to revive their profits within a few months. Explain the types of sales strategies might have been used by the firm to gain competitive edge in the market. [2]
7. The four iconic words "A Diamond is Forever" had a significant impact on the diamond industry's perception and consumer behaviour. It created a strong association between diamonds and eternal value, emphasizing their symbolic meaning of everlasting love and commitment. This messaging influenced consumers to perceive diamonds as timeless and indispensable, leading to increased demand and a cultural belief in the enduring significance of diamonds as a precious gemstone. Identify and explain the marketing term used for the slogan "A Diamond is Forever". [2]

SECTION:C

8. While selecting a distribution channel, the entrepreneur should consider few factors related to product and they should compare the costs, sales volume and profits expected from alternative channels of distribution. Explain any three points that an entrepreneur should consider related to product at the time of selecting a distribution channel. [3]
9. This planning is a process by which an entrepreneur ensures that he/she has the right number of people, and the right kind of people with appropriate skills, at the right place and the right time to do work for which they are economically most suitable. Identify and explain the plan mentioned in the above lines. [3]

SECTION: D

10. Abhimanyu Industries Ltd. had a team of professionals and experts to draft a comprehensive yearly document with all the relevant details of internal and external elements in meaning the venture. This document acts as a decision-making tool for the management. The Chief Executive Officer the of the company always pays special focus on one element of this proper orderly flow of materials from raw state to finished product with a proper system of quality control, as according to him work your plan is more important than plan your work. [5]
- (i) Identify the comprehensive yearly document being prepared by Abhimanyu Industries.
 - (ii) How can this plan work as a decision-making tool for the management?
 - (iii) Identify the special focused element by CEO of the company.

OR

This is the value that is put on a product. It depends on cost of production, segment targeted, ability of the market to pay, supply - demand and a host of other direct and indirect factors. This can also be used as a demarcation, to differentiate and enhance the image of a product.

- (i) Identify and explain the concept mentioned in the above lines.
- (ii) Explain any three methods of the concept identified in (i).