

Marking Scheme
Strictly Confidential
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Senior Secondary School Examination, 2026 (XIIth)
SUBJECT NAME: Marketing (812) (Q.P. CODE 336)

General Instructions: -

1	The CBSE has decided to introduce On Screen Marking (OSM) for the evaluation of Class XII answer Book with the 2026 Examination.
2	You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. A small mistake in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully.
3	“Evaluation policy is a confidential policy as it is related to the confidentiality of the examinations conducted, evaluation done and several other aspects. Its leakage to public in any manner could lead to derailment of the examination system and affect the life and future of millions of candidates. Sharing this policy/document to anyone, publishing in any magazine and printing in Newspaper/Website, etc. may invite action under various rules of the Board and IPC.”
4	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. However, while evaluating, answers which are based on latest information or knowledge and/or are innovative, they may be assessed for their correctness otherwise and due marks be awarded to them. In Class-XII, while evaluating two competency-based questions, please try to understand given answer and even if reply is not from marking scheme but correct competency is enumerated by the candidate, due marks should be awarded.
5	The Marking scheme carries only suggested value points for the answers. These are in the nature of Guidelines only and do not constitute the complete answer. The students can have their own expression and if the expression is correct, the due marks should be awarded accordingly.
6	The Head-Examiner must go through the first five answer books evaluated by each evaluator on the first day, to ensure that evaluation has been carried out as per the instructions given in the Marking Scheme. If there is any variation, the same should be zero after deliberation and discussion. The remaining answer books meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
7	Evaluators will mark (✓) wherever answer is correct. For wrong answer CROSS ‘X’ be marked. Evaluators will not put right (✓) while evaluating which gives an impression that answer is correct and no marks are awarded. This is most common mistake which evaluators are committing.
8	If a question has parts, please award marks on the right-hand side for each part in the OSM Portal. Marks awarded for different parts of the question will be totaled up by the OSM System.
9	If a question does not have any parts, marks must be awarded in the left-hand margin in the OSM Portal. This may also be followed strictly.

10	No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
11	A full scale of marks 0 to 60 has to be used. Please do not hesitate to award full marks if the answer deserves it.
12	Every examiner has to necessarily do evaluation work for full working hours i.e., 8 hours every day and evaluate 20 answer books per day in main subjects and 25 answer books per day in other subjects (Details are given in Spot Guidelines). This is in view of the reduced syllabus and number of questions in question paper.
13	Ensure that you do not make the following common types of errors committed by the Examiner in the past :- <ul style="list-style-type: none"> • Answers marked as correct, but marks not awarded. (Ensure that the right tick mark is correctly and clearly indicated. It should merely be a line. Same is with the X for incorrect answer.) • Half or a part of answer marked correct and the rest as wrong, but no marks awarded.
14	While evaluating the answer books if the answer is found to be totally incorrect, it should be marked as cross (X) and awarded zero (0) Marks.
15	The Examiners should acquaint themselves with the guidelines given in the "Guidelines for Spot Evaluation" before starting the actual evaluation.
16	The candidates are entitled to obtain photocopy of the Answer Book on request on payment of the prescribed processing fee. All Examiners/Additional Head 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.
17	If a candidate attempts both alternatives/options in a question where only one option/ alternative is required to be attempted, the Evaluator shall award marks in both the options. The system will take the higher of two scores and disregard the other response.
18	In a question having two options/alternatives, if a candidate has attempted only one, then the evaluator shall mark "NA" (Not attempted) against the option that has not been attempted by the candidate.

MARKING SCHEME
Marketing (Subject Code-812)
(PAPER CODE: 336) (P3360812)

Q.No.	EXPECTED OUTCOMES/VALUE POINTS	Source	Marks
	SECTION – A: Objective Type Questions		
Q1.	Answer any 4 out of the given 6 questions on Employability skills	1x4=4	
i.	Which of the following is not a stage of active listening? A. Receiving B. Understanding C. Non-responding D. Evaluating Answer: (C) Non-responding	Unit-I NCERT	1
ii.	It arises because of incentives or external rewards. A. Intrinsic motivation B. Extrinsic motivation C. Realistic motivation D. Unrealistic motivation Answer : (B) Extrinsic motivation	Unit-II NCERT	1
iii.	What is incorrect in reference to SMART Goals? A. Specific B. Measurable C. Action-oriented D. Readable time Answer: (D) Readable time	Unit-II NCERT	1
iv.	In the spreadsheet, you can see a worksheet with cells placed in _____ but not in _____. A. Row, Column B. Column, Row C. Row horizontal, Column vertical D. Row, Horizontal Columns Answer: (D) Row, Horizontal Columns	Unit-III NCERT	1
v.	Which of the following is not a characteristic of entrepreneurship? A. It is an economic activity done to create, develop and maintain a profit-oriented organisation B. It begins with identifying an opportunity as a potential to sell and make profit in the market C. It deals with optimization in utilization of resources D. It is the inability of an enterprise and an entrepreneur to take risks	Unit-IV NCERT	1

	Answer: (D) It is the inability of an enterprise and an entrepreneur to take risks		
vi.	<p>This is defined as one that helps bring about and maintain transition to environmentally sustainable forms of production and consumption:</p> <p>A. White-Collar job B. Green job C. Black Card job D. Unemployability</p> <p>Answer: (B) Green job</p>	UNIT-V NCERT	1
Q2.	Answer any 5 out of the given 7 questions.	1x5=5	
i.	<p>Product shape and variety are restricted to maintain uniform quality of the product for_____.</p> <p>A Product diversification B Product differentiation C Product standardization D Product modification</p> <p>Answer: (C) Product standardization</p>	UNIT Product	1
ii.	<p>_____ is the basic objective of pricing.</p> <p>A Survival B Profitability C Preventing competition D Price stabilisation</p> <p>Answer: (A) Survival / (B) Profitability (Both answers to be marked as correct)</p>	UNIT Price	1
iii.	<p>Name the element of marketing mix which ensures availability of products.</p> <p>A Place B Product C Price D Promotion</p> <p>Answer: (A) Place</p>	UNIT Place	1
iv.	<p>Which out of the following is NOT another name of direct marketing?</p> <p>A Dialogue marketing B Curriculum marketing C Personal marketing D Promotion</p> <p>Answer: (D) Promotion</p>	UNIT Promotion	1
v.	<p>Ramesh an owner of two buses running his buses from Mumbai to Jaipur and Jaipur to Mumbai on daily basis.</p> <p>Identify the type of service offered by Ramesh.</p> <p>A Service based on level of tangibility B Service based on service operations to volume of customers</p>	Emerging Trends in marketing	1

	<p>C Service based on customer</p> <p>D Service based on service delivery and processing focus</p> <p>Answer: (B) Service based on service operations to volume of customers</p>		
vi.	<p>Exiting firms may opt for this pricing method to prevent new firms from entering the market. State this method of Pricing.</p> <p>Answer: Penetration Pricing Policy / Below the Cost Pricing</p> <p>(Both the answers to be marked as correct)</p>	Unit Price	1
vii.	<p>State the element of marketing mix which lays emphasis on the satisfaction of the customer needs.</p> <p>Answer: Product</p>	Unit Product	1
Q3.	Answer any 6 out of the given 7 questions	1x6=6	
i.	<p>Offering of variety of products by a company is called:</p> <p>A Product mix</p> <p>B Product line</p> <p>C Branding</p> <p>D Marketing mix</p> <p>Answer: (A) Product mix</p>	Unit Product	1
ii.	<p>Who performs various functions like buying, selling, assembling and grading in the distribution system?</p> <p>Answer: Wholesaler / Intermediaries / Middlemen</p>	Unit Place	1
iii.	<p>_____ involves a wide range of online business activities for exchange of products and services.</p> <p>A Sales promotion</p> <p>B Electronic commerce</p> <p>C Promotion</p> <p>D Sponsorship</p> <p>Answer: (B) Electronic commerce</p>	Unit Promotion	1
iv.	<p>Which type of pricing will be effective if the market can be broken down with different price elasticity of demand?</p> <p>A Penetration pricing</p> <p>B Market skimming pricing</p> <p>C Differential pricing</p> <p>D Perceived value pricing</p> <p>Answer: (B) Market Skimming Pricing</p>	Unit Price	1
v.	<p>Which type of brand is it when under one brand name different products are being sold ranging from coffee to toffee?</p> <p>A Individual brand</p> <p>B National brand</p>	Unit Product	1

	<p>C Family brand D Local brand</p> <p>Answer: (c) Family Brand (Full Marks to be given if attempted) (Topic not in latest CBSE Study Material)</p>		
vi.	<p>A survey is conducted by a tea producer revealed that 72 percent tea consumers are habitual of using his tea leaves. On the result of this survey what type of price may be fixed by him?</p> <p>A Low B Moderate C High D Discriminatory</p> <p>Answer: (C) High</p>	Unit Price1	1
vii.	<p>For selling Fast-Moving Consumer Goods (FMCG), sellers should opt for which level of distribution channel?</p> <p>Answer: Two level channel / Three level Channel</p>	Unit Place	1
Q4.	Answer any 5 out of the given 6 questions	1x5=5	
i.	<p>_____ is defined as the composite of products offered for sale by a business.</p> <p>A Depth B Breadth C Consistency D Product mix</p> <p>Answer: (D) Product mix</p>	Unit Product	1
ii.	<p>The firms which are not able to market their products at good prices cannot survive in the long run as they are not able to pay for the _____.</p> <p>A Variable factors of production B Fixed factors of production C Various factors of production D Cost</p> <p>Answer: (C) Various factors of production</p>	Unit Price	1
iii.	<p>Who, out of the following, takes ownership of goods and he deals only in complementary goods?</p> <p>A Distributor B Wholesaler C Agent D Retailer</p> <p>Answer: (A) Distributor</p>	Unit Place	1

iv.	<p>Shalu went to Udaipur and Sikkim shared her wonderful experience of Sikkim but was not satisfied with the time she spent in Udaipur because of high temperature. Which characteristic of service is discussed in the above statement?</p> <p>A Simultaneity B Intangibility C Perishability D Non-ownership</p> <p>Answer: (B) Intangibility / (C) Perishability / (A) Simultaneity</p>	Unit Emerging trends in Marketing	1
v.	<p>Name the type of channel of distribution most suitable for an exclusive furniture manufacturer.</p> <p>Answer: Direct channel/ Zero level channel / One level channel</p>	Unit Place	1
vi.	<p>Kotler identified _____ elements of promotion mix.</p> <p>A 7 B 5 C 8 D 6</p> <p>Answer: (C) 8 / (B) 5</p>	Unit Promotion	1
Q5.	Answer any 5 out of the given 6 questions	1x5=5	
i.	<p>A producer is offering readymade rajma, dal makhni and packed roti to working class, or students to meet their needs it is known as:</p> <p>A Product line B Product positioning C Product repositioning D Product standardisation</p> <p>Answer: (B) Product positioning / (A) Product line</p>	Unit Product	1
ii.	<p>This is the practice of setting prices that takes into account the company's profit objectives and covers its cost of production.</p> <p>A Demand-based pricing B Competition-oriented pricing C Cost-oriented pricing D Break-even pricing</p> <p>Answer : (C) Cost-oriented pricing</p>	Unit Price	1
iii.	<p>Who out of these must assume risk of loss in the distribution of channel?</p> <p>A Producer B Trader C Middleman D All the participants</p>	Unit Place	1

	Answer : (D) All the participants / Middleman		
iv.	Name the activities that are targeted to a selective audience which might be present in a store. Answer: BTL Activities	Unit Promotion	
v.	Service is not a thing but a process, but at the same time services rely upon things for their _____. A Quality B Type C Performance D Contribution Answer: (C) Performance	Unit- Emerging Trends in marketing	1
vi.	Which pricing method is followed by the managers when retail price changes are likely beyond given range, and prices changes by competitors have a substantial effect on company's sale. A Going rate pricing B Sealed bid pricing C Value-based pricing D Price lining Answer: (B) Sealed bid pricing / (A) Going rate pricing	Unit Price	1
Q6.	Answer any 5 out of the given 6 questions	1x5=5	
i.	Ariel and tide detergent powder are being manufactured by P & G. The above example is related to: A Family brand B Store brand C National brand D Individual brand Answer: (D) Individual Brand (Full Marks to be given if attempted) (Topic not in latest CBSE Study Material)	Unit Product	1
ii.	Name the pricing method which generally takes place in perfect competition where the buyers and sellers are well informed. Answer: Competition-oriented pricing / Market-Driven Pricing / Competitive Pricing	Unit Price	1
iii.	_____ is the process of moving products from the producer to the intended user. A Place	Unit Place	1

	<p>B Choice of channels of distribution</p> <p>C Production process</p> <p>D Middlemen</p> <p>Answer: (A) Place</p>		
iv.	<p>Promotion accomplishes goals and enhances the results of other marketing communications. Which importance of promotion is discussed in this sentence.</p> <p>A Adds value</p> <p>B Relationship</p> <p>C Assist company's other efforts</p> <p>D Persuasion</p> <p>Answer: (C) Assist company's other efforts</p>	Unit Promotion	1
v.	<p>The Class IV employees working in a hotel always wear clean uniforms. Which service quality is referred here?</p> <p>A Understanding the customers</p> <p>B Tangibles</p> <p>C Courtesy</p> <p>D Credibility</p> <p>Answer: (B) Tangibles</p>	Unit Emerging trends in Marketing	1
vi.	<p>Who, out of the following, laid stress on the role of influencers to win the confidence of customers?</p> <p>A Lenovo</p> <p>B Kotler</p> <p>C Stanton</p> <p>D UK Institute of sales promotion</p> <p>Answer: (A) Lenovo</p>	Unit Promotion	1
	SECTION – B : Subjective Type Questions		
	<p>Answer any 3 out of the given 5 questions on Employability skills.</p> <p>Answer each question in 20 - 30 words</p>	2x3=6	
Q7.	<p>Suggest any two techniques that can help us to maintain a positive outlook in the long run.</p> <p>Answer:</p> <p>Physical exercise and fresh air: Following a healthy lifestyle is essential for students. Practising yoga, meditation and deep breathing exercises help</p>	Unit II NCERT	2

	<p>improve blood circulation and relax the body. Taking a walk or playing in the park helps one to get a lot of fresh air, which helps in becoming more active.</p> <p>2. Healthy diet: A healthy and balanced diet is important for a healthy body and mind. Eating a balanced diet, such as <i>daal</i>, <i>roti</i>, green vegetables and fruits provides the strength required to do daily work efficiently.</p> <p>3. Organise academic life: By keeping class notes organised, completing assignments on time and keeping track of all deadlines, stress can be reduced to a great extent. When you are not stressed, you can channelise your mind to achieve the goals.</p> <p>4. Adequate sleep: A good night sleep for at least seven hours is important so that the mind and body can get recharged to function better the next day.</p> <p>5. Holidays with family and friends: Visiting a relative's place, such as grandparents' house or a new place during summer vacation can help one break the monotonous normal routine and come back refreshed.</p> <p>(Any two points or any other relevant point)</p>		
Q8.	<p>There are five parameters that describe an individual's personality. These five dimensions are also called the 'Big Five Factors' and the model is referred to as the 'Five Factor Model'. Name them and define any one.</p> <p>Answer: Openness, Conscientiousness, Extraversion, Agreeableness and Neuroticism.</p> <p>Explanation to any one of the above-mentioned points:</p> <ul style="list-style-type: none"> • Openness: Individuals with openness to experience are, generally, creative, curious, active, flexible and adventurous. If a person is interested in learning new things, meeting new people and making friends, and likes visiting new places, the person can be called open-minded. • Conscientiousness: Individuals, who listen to their conscience, are self-disciplined, do their work on time, take care of others before themselves and care about others' feelings. • Extraversion: Extroverts are individuals, who love interacting with people around and are, generally, talkative. A person, who can easily make friends and make any gathering lively, is confident and an extrovert. • Agreeableness: Individuals having such a trait are, generally, kind, sympathetic, cooperative, warm and considerate. They accommodate themselves in any situation. For example, people who help and take care of others are, generally, agreeable. • Neuroticism: Neuroticism is a trait, wherein, individuals show tendency towards anxiety, self-doubt, depression, shyness and other similar negative feelings. People, who have difficulty in meeting others and worry too much about things, show signs of neuroticism. 	Unit-II NCERT	1 +1= 2
Q9.	<p>Write the procedure of inserting clipart and images in presentation?</p> <p>Answer:</p> <ol style="list-style-type: none"> 1. Click on insert from the menu 	Unit III NCERT	2

	2. Select image 3. Insert image dialog box 4. Browse through folders and select the image you want to use.		
Q10.	<p>When a family or an individual runs a business successfully and passes it on to the next generation, then such an entrepreneur is, generally, termed as family business entrepreneur. Elaborate it</p> <p>Answer: The person carries out all entrepreneurial activities as inherited in the same manner or introduces certain technological advancements to the existing way and method of the family business.</p>	Unit IV NCERT	2
Q11.	<p>A startup is a company that is in the first stage of its operations. How do you describe it?</p> <p>Answer: Startups can be started with minimum investment. Most startups thrive on an idea that involve technology or offer technology driven solutions. Startups seek financial investment differently than most small businesses. They rely on capital that comes via angel investors or venture capital firms, while small business operations rely on loans and grants.</p> <p>(To be marked as a whole)</p>	Unit IV NCERT	2
	Answer any 3 out of the given 5 questions in 20-30 words each	2 × 3 = 6	
Q12.	<p>Discuss any two examples of Online Marketing.</p> <p>Answer: Some examples of online marketing campaigns include:</p> <p>1.Canon advertises for search keywords related to "photography" on Google, Yahoo, and Bing search engines to market their cameras to a relevant audience.</p> <p>2. Dove creates video advertisements and shares them with their audience on Facebook, Twitter, and other social networks to promote favourable conversation about their brand and products.</p> <p>3.Whole Foods collects email addresses on their website to advertise new products, sales, and events in their stores.</p> <p>4. Any other e-commerce platform like Amazon, Flipkart etc.</p> <p>5. Any other brand promoting itself online.</p> <p>(1 Mark for each example)</p>	Emerging modes in marketing	2
Q13.	<p>Define service according to Philip Kotler.</p> <p>Answer: Service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything.</p> <p>(Full marks to be given if attempted)</p> <p>(Topic not given in latest CBSE Study Material)</p>	Emerging trends in marketing	2

Q14.	<p>Write a short note on service sector in India.</p> <p>Answer: The economy of India is the seventh-largest in the world by GDP and the third largest by purchasing power parity (PPP). The country is classified as a developing economy with average growth of 7% over the last two decades India has one of the fastest growing service sectors in the world The IT industry continues to be the largest private sector employer in India. The agriculture sector is the largest employer in Indian economy but it contributes to a declining share of GDP. The Indian automobile industry is one of the largest in the world.</p> <p>(To be marked as a whole)</p>	Emerging trends in marketing	2
Q15.	<p>What do you understand by sales promotion?</p> <p>Answer: “Any activity which adds value to a product or service for a limited time period by offering an incentive to purchase”</p> <p style="text-align: center;">OR</p> <p>Sales promotion is about “extra benefit” offers or value addition to make an immediate purchase.</p>	Promotion	2
Q16.	<p>Enlist the four elements of the concept of advertising given by American Marketing Association.</p> <p>Answer:</p> <ol style="list-style-type: none"> 1. Paid form / Payment 2. Non-personal 3. Identifiable source / Identified Sponsor 4. Ideas, goods and services. <p>(1/2 Mark each) (To be marked as a whole)</p>	Promotion	2
	Answer any 2 out of the given 3 questions in 30-50 words each	3x2=6	
Q17.	<p>Apart from tangible attributes of the product the purchase decision is dependent upon various other factors. Enlist them.</p> <p>Answer: Psychological attributes like brand, package, warranty, image etc.</p> <p style="text-align: center;">OR</p> <p>Intangible attributes, including packaging, colour, price, prestige and services that satisfy needs and wants of people</p> <p style="text-align: center;">OR</p> <p>The Associated Features, The Brand Name, The Logo, The Package, The Label</p> <p>(To be marked as a whole)</p>	Product	3
Q18.	<p>State any three conditions where penetration pricing policy is very effective.</p> <p>Answer:</p>	Price	3

	<p>1. Where there is high price elasticity of demand, i.e., the firm is depending on low prices to attract more customers to new product.</p> <p>2. Where large economies are possible, it is because larger sales volume means lower unit.</p> <p>3. Where there is a strong threat of competition and only a low price can ward off the potential entrants to the market.</p> <p>4. Where there is utilized capacity: it is because; the price policy that increases the demand has no meaning unless the firm is in a position to meet the demand created.</p> <p>5. Where market segments are not there so that high price may be accepted.</p> <p>6. When substitute product is available in the market.</p> <p>(Any three points) (Or any other relevant point) (1 mark each)</p>		
Q19.	<p>Explain logistical function as performed by channels of distribution.</p> <p>Answer: Logistical Functions: The functions involved in the physical exchange of goods are called logistical function. The goods are produced by producer / manufacturer and are assembled in different assembly lines. Assembling refers to the process of keeping 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 are essential for physical exchange of goods which forms logistical distribution.</p> <p>(To be marked as a whole)</p>	Place	3
	Answer any 3 out of the given 5 questions in 50-80 words each	4x3=12	
Q20.	<p>Discuss the forces which cannot be regulated and changed as per the requirement by the firm up to any extent by itself.</p> <p>Answer:</p> <p>1. Demand: The market demand for a product has a direct impact on its pricing. Since demand is affected by prospective buyers, their incomes, tastes and preferences etc., they should be taken into account while making decision of pricing.</p> <p>2. Buyers' behaviour: Buyers' behaviour also affects the pricing decisions. If they are habitual of the product the price may be fixed high. Similar pricing decisions are taken by the firm, if buyers have a particular perception of the product being a symbol of prestige/ status, or utility, e.g. luxury cars.</p> <p>3. Competition: Market-competition plays a crucial role in pricing. In a highly-competitive market, a seller's objective is to give maximum utility at minimum-possible price. Each firm tries to outsell others offering lesser price and better-quality products in the market.</p> <p>4. Raw Material or Input suppliers: Pricing decisions take into consideration three parties the supplier of raw material, the manufacturer, and the final consumer. If the supplier charges a high price for inputs, the manufacturer shifts this burden to the consumer by charging a higher price for the final product.</p>	Product	4

	<p>5. Prevalent Economic Conditions: During a boom-period in the economy, when market conditions are favourable due to ‘bullish attitude’ or inflationary trend, firms can afford to fix higher prices of their products. On the other hand, during slump-period when market conditions are unfavourable due to “bearish attitude”, firms have to lower the prices of products to keep the business going and to clear off their old stocks.</p> <p>6. Government Regulations: If Government policies exert regulatory pressures, promote anti-price rise sentiment etc, then the companies cannot fix a higher price to capture the market. On the other hand, if government policies are supportive and promote businesses through healthy competition in the market, then firms can fix higher prices.</p> <p>(Any four of the above points or any other relevant point) (½ mark for each heading and ½ mark for explanation)</p>		
Q21.	<p>Identify and explain the method of market driven pricing which is practiced where the marketer does not analyze market for its intensity of demand.</p> <p>Answer: Going rate method</p> <p>Fixing the price as per the market trend is known as going rate pricing. This method practiced in such products which are easily available in the market and have no variants. The marketer does not analyze the market for its intensity of demand or the perceptions of the value of the products in the mind of buyers. It is not necessary that the price should be same as the competitor or the industry leader.</p> <p>(3 mark for explanation) (To be marked as a whole)</p>	Price	1+3 =4
Q22.	<p>Explain the function performed by middlemen who sells at a higher margin of profit and pay rent for accommodation in a central place.</p> <p>Answer:</p> <p>1. Collection of goods: Retailers purchase and collect goods from large number of wholesales and manufactures to meet the needs of the ultimate consumers.</p> <p>2. Time Utility: Retailers keep a large number of products of different varieties in stock to sell them to the customers whenever they require. Thus, they create time in searching variety of products.</p> <p>3. Transportation: Retailers perform transportation function by carrying the goods from the wholesaler and handing them over to the ultimate consumers. Sometimes, they also provide free home delivery of products to the customers.</p> <p>4. Financing: Retailers sell the goods on credit to the consumers and thus they increase their short-term purchasing power. In this process, they undertake the risk of bad debts.</p> <p>5. Customer Education: Retailers educate the customers by informing them about the availability and diverse uses of new products along with their demonstration.</p>	Place	4

	<p>6. Spokesperson of Customers: Retailers act as the spokesperson or agents of the customers. They communicate the needs or demand of their customers to the wholesalers and manufactures.</p> <p>(Any four points)</p> <p>(½ mark for each heading and ½ mark for explanation)</p>		
Q23.	<p>How does custom tailored marketing approach achieves its objective?</p> <p>Answer: Company's objective is to build lasting relationships with carefully targeted individual consumers. Using detailed customer information from a computerized database and direct communication tools to generate immediate, measurable response in the form of order.</p>	Promotion	4
Q24.	<p>Discuss any four platforms of Social Media Marketing.</p> <p>Answer:</p> <p>1.Facebook: 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.</p> <p>2.Twitter: 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.</p> <p>3. LinkedIn: 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. LinkedIn provides its members the opportunity to generate sales leads and business partners.</p> <p>4. Google+: 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 Adwords and Google Maps.</p> <p>5. Whatsapp: WhatsApp started as an alternative to SMS. Whatsapp now supports sending and receiving a variety of media including text, photos, videos, documents, and location, as well as voice calls. Whatsapp messages and calls are secured with end-to-end encryption, meaning that no third party including WhatsApp can read or listen to them.</p> <p>6.Foursquare: Foursquare is a location-based social networking website, where users can check into locations via a Swarm app on their smart phones.</p> <p>7. Instagram : In May 2014, Instagram had over 200 million users. The user engagement rate of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter.</p> <p>(Any four points or any other relevant point)</p> <p>(½ mark for each heading and ½ mark for each explanation)</p>	Emerging trends in marketing	4
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