

# Self Assessment Paper

## General Instructions :

- (i) Answers to this paper must be written on the paper provided separately.
- (ii) You will **not** be allowed to write during the first 15 minutes. This time is to be spent in reading the question paper.
- (iii) The time given at the head of this Paper is the time allowed for writing the answers.
- (iv) **Section A is compulsory.** Attempt **any four** questions from **Section B.**
- (v) The intended marks for questions or parts of questions are given in brackets [ ].

## Section 'A'

[40 Marks]

*Attempt all questions from this Section*

1. State one *difference* between each of the following :
  - (a) Capital Market and Money Market [2]
  - (b) Convenience Products and Speciality Products [2]
  - (c) Implicit and Explicit cost [2]
  - (d) Sales Promotion and Personal Selling [2]
  - (e) Placement agencies and Gate hiring [2]
2. (a) What do you mean by Skimming Pricing? Name any two pricing strategies other than skimming pricing. [2]
- (b) How does the Central Bank control credit through Statutory Liquidity Ratio? [2]
- (c) Briefly explain the term 'Marketing Oriented Stage'? [2]
- (d) What are shopping products? Give two examples. [2]
- (e) Name the parties to a cheque. [2]
3. (a) What do you understand by Refresher Training? [2]
- (b) Explain two advantages of opening a bank account. [2]
- (c) What is Indirect Material Cost. [2]
- (d) Mention any four elements of Price Mix. [2]
- (e) What is meant by "Overdraft" as a facility provided by commercial banks. [2]
4. Justify a reason either *for* or *against* each of the following:
  - (a) Income and Expenditure Account is a summary of cash transactions. [2]
  - (b) Advertisement creates monopoly. [2]
  - (c) Central Bank is the "custodian of foreign exchange". [2]
  - (d) A distribution channel serves as a link between producers and consumers. [2]
  - (e) Human Resource is the most valuable asset for business enterprises. [2]

**Section 'B'****[60 Marks]***Attempt any four questions from this Section*

5. (a) Briefly explain any five external sources of recruitment. [5]  
 (b) Explain any five methods of On-the-job training. [5]  
 (c) Branding has various benefits. Give any five of them. [5]
6. (a) What is Marketing Mix? Explain the 4 P's of Marketing Mix. [5]  
 (b) Write a short note on :  
 (i) Industrial Banks  
 (ii) Land Development Banks [5]  
 (c) Explain the following steps of a selection procedure :  
 (i) Selection interview  
 (ii) Checking reference [5]
7. (a) Introduction stage in a Product Life Cycle is very risky. Explain. [5]  
 (b) Explain the three compensation functions of HRM in detail. [5]  
 (c) Write short notes on Direct and Indirect Labour Cost. [5]
8. (a) Explain :  
 (i) Right to safety  
 (ii) Right to choose. [5]  
 (b) Explain the steps of Personal Selling. [5]  
 (c) Business enterprise like Reliance uses product life cycle model. Explain any five uses of PLC. [5]
9. Price cuts have enabled FMCG companies like HLL and P & G to increase the sales volume. The sale of major detergent brands have increased by 15-17 percent. Analysts in fact expect Surf Excel to be success story for HLL. The company expects more sale from the brand this year.  
 Launching sachets and positioning the brand in affordable category was necessitated by number of highly competitive smaller brands in the market like Henko, Nirma and Ghari detergents. Friendly wash by many other smaller brands have challenged the giants by offering prices which attracted the value conscious Indian consumer. In fact, unbranded players are offering packs which are twice the size of a branded product with similar or better quality at a cheaper price. Very clearly FMCG major have to either maintain the plethora of freebies to push the brand or just simply cut prices.  
 The manufacturers attribute the price drops to internal cost efficiencies especially within the supply chain. Analysts say that FMCG companies will have to drop prices further to get the right value equation in the market. There is no other way to grow. The companies have tried innovations and relaunch. The fact is, there is a cut in the price and they cannot afford to overprice these product. The companies are just going to do what Nestle did some time back to get the price equation right.
- (a) How did the sales volume of detergents increase? [5]  
 (b) In view of the fact that unbranded products have put up a challenge to branded items, do you think branding is useless? Give reasons for your answer. [5]  
 (c) In addition to price cuts, what other measures should FMCG firms take to grow in future? [5]
10. The oldest Indian confectionery company wants people to know that their cookies and biscuits are from the "House of Parle". The company finds it important to reinstate the credibility and familiarity of the brand. From now onwards, the company will advertise its products under the tagline "From the House of Parle".

Parle is sitting on a strong pedigree of many individual brands. With reference to brand equity, while the flagship Parle-G is worth ₹ 5,000 crore plus and by far the biggest brand in the portfolio combining nearly 30% of overall share, others like Parle 20-20 and Parle Magix cream are among ₹ 1,000 crore and Crack Jack, Monaco and Hide and Seek around ₹ 500 crore.

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The fact that Parle is strongly associated with Parle-G, the world's largest biscuit brand, is both a strength and a weakness. The company today suffers an image deficit compared to Britannia and ITC's Sunfeast. With this latest campaign, Parle is careful enough not to take either of the two extreme routes—harping multiple brands or shifting focus on the corporate brand alone. Instead, it has opted for a more judicious mix.

Researchers are comparing the current Parle strategy to the Titan strategy. The watch brand, in its early days, used the tagline "From the house of Titan". However, when it became a big brand itself, various sub-brands like Rega, Nebula, Edge, etc. all started using the tagline "From Titan". In the same way, Parle is trying to bring forth the main brand in the mindscape of consumers and make the sub-brands its subordinate.

**With reference to the above :**

- (a) Explain the brand policy Parle has taken to advertise its products. [5]
- (b) What is brand equity? Explain the brand equity Parle products are measured in and mention the sub-brand which has the highest brand equity. [5]
- (c) What is brand promotion ? Explain two methods of brand promotion. [5]

Finished Solving the Paper ?  
Time to evaluate yourself !  
<https://qr.go.page.link/14Wqy>

OR

SCAN THE CODE

For elaborate Solutions

OSWAAL COGNITIVE LEARNING TOOLS

OSWAAL BOOKS

LEARNING MADE SIMPLE

The advertisement features a central illustration of a student with a smartphone displaying a QR code. Surrounding the student are various educational icons: a bar chart, a pencil, a document, a pencil, a flask, a protractor, and a plus sign. The background is a grid pattern. A large, stylized 'B' logo is visible on the left side.