



**INDIAN SCHOOL AL WADI AL KABIR**  
**DEPARTMENT OF COMMERCE**

**SAMPLE PAPER-1 2023-2024**

**MARKETING (812)**

**TIME: 3 Hours**

**MARKS: 80**

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of 35 questions in two Parts – Part A and Part B
3. Part A has Objective Type Questions whereas Part B contains Subjective Type Questions.
4. All questions of a particular section must be attempted in the correct order.

<b>PART A</b>		
1	To give directions using the location of well-known places, we use location or position words called _____.  a. 'articles' b. 'pronouns' c. 'adverbs' d. 'prepositions'	1
2	Strengths or _____ are what one does well and is good at.  a. Abilities b. Opportunities c. Threats d. Weaknesses	1
3	What are Vocation-driven Ideas?	1
4	Mention the two important (stakeholders) responsible for the success of a green economy?	1
5	Organizations should undertake _____ and _____ of their products for success.	1

	a. marketing and positioning b. positioning and marketing c. sales promotions and targeting d. selling and promotion	
6	What is a Demography?	1
7	Macro environment is also known as _____. a. PEST b. BEST c. ZEST d. Micro environment	1
8	_____ goods refer to services provided to the individual consumers or to the organisational buyers.	1
9	What is Selective distribution?	1
10	A _____ group comprises of two or more persons realizing common goals, group values, attitudes, and behaviour.	1
<b>PART B</b> <b>ANSWER ANY OF THE (3) QUESTIONS FROM THE GIVEN (5) QUESTIONS ON EMPLOYABILITY SKILLS (2*3 = 6 marks)</b>		
11	Explain any (4) factors to Keep in Mind while Understanding Customer Needs	2
12	Explain any (4) advantages of using a Word Processor?	2
13	What are different ways in which an entrepreneur can think to solve problems? (Any 2)	2
14	Write a short note on the following a.SBM b.NGT	2

15	Explain the role of government in sustainable development? (Any 2)	2
<b>ANSWER ANY OF THE (3) QUESTIONS FROM THE GIVEN (5) QUESTIONS ON SUBJECT SKILLS (2*3 = 6 marks)</b>		
16	Marketing creates different types of utilities, briefly explain any two (2)	2
17	What is an Exchange Process?	2
18	Write a brief note on Psychographic Segmentation	2
19	Write a brief note on Adjacent Segment Strategy	2
20	Explain the objectives of Marketing (Any 2)	2
<b>ANSWER ANY 6 OUT OF THE GIVEN 8 QUESTIONS (3*6 = 18 MARKS)</b>		
21	a. Every business is for profit even marketing believes in profit maximisation but through four pillars, briefly explain b. Marketing Builds Company Reputation, explain with 1 relevant point.	3
22	Define the following terms  a. Business Environment b. Static environment c. Dynamic environment	3
23	List the (3,4,5) steps involved in the Positioning Process	3
24	Explain the factors affecting needs for targeting (Any 3)	3
25	Identify the importance of segmentation from the following:	3

	<p>a. Customer segments, which are likely to frequent changes due to changing environment, can be taken care of in strategic marketing planning. In fact, large companies with resources at command are leaving mass marketing-</p> <p>b. Segmentation establishes commitment and single-mindedness with the organisation: one vision, one voice, harmonized messages. Segmentation allows an organisation to identify media channels competent to reach the target group –</p> <p>c. To measure the market share, growth, specification of target customers, recognition of relevant competitors, to formulate marketing objectives and strategies, segmentation is essential. –</p>	
26	Organizations can employ distribution alternatives on the basis of their products which includes three types of distribution, explain	3
27	Explain any (3) features of marketing mix	3
28	<p>Explain the following different roles played by people in the consumer decision process.</p> <p>a. Initiator b. Influencer c. Gatekeeper</p>	3
	<b>ANSWER ANY OF THE (5) QUESTIONS FROM THE GIVEN (7) QUESTIONS ON SUBJECT SKILLS (4*5 = 20 MARKS)</b>	
29	<p>a. Who is a Marketer? b. What are the three (3) classes involved in the complete process of consumption?</p>	4
30	Marketing creates different types of utilities (services). Explain any (4)	4
31	<p>This is basically the amount that a customer pays for consuming it.</p> <p>a. Identify the concept defined above - b. Explain any (3) strategies of the above identified concept</p>	4

32	<p>This refers to making the product available for customers at convenient and accessible places. This comes with a complete knowledge of the target market. Understanding them inside out will help discover the most efficient positioning and also increase the market share.</p> <p>a. Identify the concept explained:  b. Organizations can employ distribution alternatives on the basis of their Product, Explain:</p>	4
33	Explain any (4) characteristics of marketing mix	4
34	Explain the Social Factors in detail. (ANY 4)	4
35	Briefly explain any (4) Psychological Factors	4