



INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE

SAMPLE PAPER 2 2023-2024

MARKETING (812)

TIME: 3 Hours

MARKS: 60

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.

PART A		
1	_____ is a two-way process of sharing information. a. informing b. talking c. concentration d. communication	1
2	_____ is all about finding and listing your goals and then planning on how to complete them. a. Goal Setting b. Opportunities c. Threats d. Goals	1
3	What is a Trading Business	1
4	The full form of (NAPCC) is _____.	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	David Kurtz likes to call Behavioural Segmentation as _____ segmentation.	1
7	Give any two segments to which Olive Oil can be sold.	1
8	_____ goods refer to services provided to the individual consumers or to the organisational buyers.	1
9	Branding is a _____ decision. a. Product b. Price c. Promotion d. Place	1
10	What is a reference group?	1
PART B ANSWER ANY OF THE (3) QUESTIONS FROM THE GIVEN (5) QUESTIONS ON EMPLOYABILITY SKILLS (2*3 = 6 marks)		
11	Explain the difference between Non - Verbal and Visual Communication	2
12	What is an Apache OpenOffice Writer?	2
13	What are the factors to keep in mind while understanding your competitors?	2
14	When was the term Green Economy first coined?	2
15	Explain the role of private agencies in sustainable development?	2

	ANSWER ANY OF THE (3) QUESTIONS FROM THE GIVEN (5) QUESTIONS ON SUBJECT SKILLS (2*3 = 6 marks)	
16	What are Market Offerings?	2
17	Explain Customer Satisfaction	2
18	What do you mean by segmentation	2
19	Explain how measurement is an objective of Segmentation	2
20	Explain the objectives of Marketing (Any 2)	2
	ANSWER ANY 6 OUT OF THE GIVEN 8 QUESTIONS (3*6 = 18 MARKS)	
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	What is the Need for Targeting? (Any 6 relevant points)	3
23	List the (4,5 and 6) steps involved in the Positioning Process	3
24	Explain briefly on the following a. Usage Status b. Brand Loyalty Levels c. Benefit Sought	3
25	Explain the Importance of Segmentation (Any 3)	3
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	There are nine different roles played by people in the consumer decision process. Explain any (6)	3

	ANSWER ANY OF THE (5) QUESTIONS FROM THE GIVEN (7) QUESTIONS ON SUBJECT SKILLS (4*5 = 20 MARKS)	
29	What does the term marketing mean? Who is called as the Marketing Guru? What is a need, want and a demand?	4
30	Marketing creates different types of utilities (services). Explain any (4)	4
31	They are performances which cannot be stored. a. Identify the concept above – b. Explain the 3(P's) of Marketing Mix of the above explained concept	4
32	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. a. Identify the concept explained: b. Organizations can employ distribution alternatives on the basis of their Product, Explain:	4
33	Explain any (4) characteristics of marketing mix	4
34	What are the variables of Psychological Factors, explain?	4
35	Explain in detail the importance of studying consumer behaviour (Any 4)	4