



INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE

FINAL ASSESSMENT -2023-24

MARKETING (812)

DATE: 22/02/2024

MARKS: 60


CLASS: XI

TIME: 3 Hours

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.

Q. NO.	PART A	MARKS
1	The word 'communication' comes from the Latin word <i>commūnicāre</i> , meaning _____. a. 'to share' b. 'to care' c. 'to talk' d. 'to speak'	1
2	Goal Setting is all about _____ and then planning on how to complete them. a. Setting goals b. listing your goals c. finding and listing your goals d. finding your goals	1
3	What is Vocation-driven Ideas?	1
4	Abbreviate NAPCC	1

5	<p>By concentrating on producing maximum volumes, businesses aim to maximize profitability by exploiting _____.</p> <p>a. market share b. economies of scale c. breakeven point d. interests of the customers</p>	1
6	<p>David Kurtz likes to call Behavioural Segmentation as _____ segmentation.</p> <p>a. Production-related b. Promotion-related c. Product-related d. Socio-economic related</p>	1
7	 <p>Example: Convenience product</p> <p>The above products use intensive distribution. Justify the statement.</p>	1
8	<p>This approach contributes towards the formation of an effective marketing strategy and its practical implementation. It integrates the essentials of effective marketing, marketing and allows to Analyse and asses the feasibility and role of the product or service that the organization offers. It identifies appropriate distribution channel for the proper placement of the product, sets a suitable price for the value that is offered to the consumers and identifies and employs suitable promotional media. It provides the organization with an all-inclusive and holistic approach and gives direction. Identify the importance of marketing mix _____.</p>	1

	<p>a. Value Creation Approach b. Sales Approach c. Market Approach d. Marketing Approach</p>	
9	There are two types of consumers, Name them	1
10	<ul style="list-style-type: none"> • Attributes – e-bay, “Buy it, Sell it. Love it.” • Price/quality – Omega watches, “We measure the 100th second that separates winning from taking part.” Acer’s positioning is of the low-cost producer. • Competitors – Walmart, “Save money. Live better.” • Completeness – Raymond’s “complete man”. • First-mover – Compaq was the first brand to introduce a “portable” PC. • Distribution – Dell focused on selling computers directly to businesses only. <p>The above given examples rightly describes:</p> <p>a. Targeting methods b. Positioning statements c. Segmentation strategies d. None of the above</p>	1
<p>PART B ANSWER ANY OF THE (3) QUESTIONS FROM THE GIVEN (5) QUESTIONS ON EMPLOYABILITY SKILLS (2*3 = 6 marks)</p>		
11	What are different ways in which an entrepreneur can think to solve problems? (Any 2)	2
12	What is an Apache OpenOffice Writer?	2
13	Explain the factors to Keep in Mind while Understanding Customer Needs	2
14	Explain the role of government in sustainable development? (Any 2)	2
15	What is a sector? Give two examples	2

	ANSWER ANY OF THE 3 FROM THE GIVEN 5 QUESTIONS	
16	What are Market Offerings?	2
17	What is a customer value? Give its equation	2
18	Write a short note on Personal Demographics segmentation	2
19	Explain how measurement is an objective of Segmentation	2
20	Define a Need and a Want	2
	ANSWER ANY OF THE 6 OUT OF THE GIVEN 8 QUESTIONS	
21	Draw a comparison chart on the basis on Philosophy, Objective, Method for Selling and Marketing Concept only.	3
22	There are three types of competition, explain	3
23	List the (1 st ,2 nd and 3 rd) steps involved in the Positioning Process	3
24	Explain the factors affecting needs of targeting (Any 3)	3
25	Explain the following Importance of Segmentation a. Improved Customer Relations b. Perfect-like Marketing Mix c. Better Resource Allocation	3
26	Explain the 3(P's) of Marketing Mix of Services	3
27	Explain the following features of marketing mix: a. Flexible Concept b. Constant Monitoring c. Customer as a focal point	3

28	<p>Explain the following different roles played by people in the consumer decision process.</p> <ul style="list-style-type: none"> a. Preparer b. Maintainer c. Disposer 	3
ANSWER ANY OF THE (5) QUESTIONS FROM THE GIVEN (7) QUESTIONS		
29	<p>There are many micro environmental factors/ forces which affect organization's marketing decisions and activities.</p> <p>Identify the micro environment factor from the following cases:</p> <ul style="list-style-type: none"> a. They comprise all the business firms or individuals who provide raw materials, components and semi-finished goods to be used in production or even sell finished products of the organization. – b. This refers to an individual or household, an organization that purchases a product for use in the production of other products, or an organization that purchases a product for resale at a profit. - c. Marketers have to continuously monitor the rival firm's marketing activities, their products, distribution channels, prices and promotional efforts to design its marketing strategy. They must also gain strategic advantage by positioning their products and services strongly. - d. This means any group that has an actual or potential interest in or impact on the company's ability to achieve its objectives. - 	4
30	<p>What do you mean by Targeting? Target may be grouped as consumer market, industrial market and reseller market. Explain?</p>	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 represents the different methods of communication that are used by marketer to inform target audience about the product. It is an essential component of marketing as it can boost brand recognition and sales.</p> <p>a. Identify the concept b. Explain any (3) elements of the identified concept</p>	4
33	Explain the characteristics of marketing mix (Any 4)	4
34	<p>Explain the following Psychological factors</p> <p>a. Personality b. Learning c. Motivation d. Perception</p>	4
35	<p>Environmental scanning helps us conduct a thorough analysis and hence leads to the optimum utilization of resources for the business. Whether it is capital resources, human resources or other factors of production, their best use and utilization is very important for any business. Explain the Importance of Environmental Scanning (Any 4)</p>	4