



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

ASSESSMENT I- 2024-25

MARKETING (812)

CLASS: XI

MARKS: 60

DATE: 19/09/2024

TIME: 3 HOURS

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of 24 questions in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. All questions of a particular section must be attempted in the correct order.

5. SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):

- i. This section has 06 questions.
- ii. There is no negative marking.
- iii. Do as per the instructions given.
- iv. Marks allotted are mentioned against each question/part.

6. SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):

- i. This section contains 18 questions.
- ii. A candidate has to do 11 questions.
- iii. Do as per the instructions given.
- iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1.	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	Marks
i.	Which of the following method is used to send the information? a. Listening b. Speaking c. Reading d. All the above	1
ii.	Raju was given a project which is not the part of his curriculum, he took it up and excel. This attribute is referred to as _____ a. Self Confidence b. Self-Awareness c. Self-Motivation d. None of the above	1
iii.	SMART Stands for _____	1

iv.	_____ refers to one's tendency to respond in a certain way towards a certain idea, object, person, or situation a. Attitude b. Behaviour c. confidence d. None of the above	1
v.	Priya wants to change the spelling of a word in the entire document. Which option will she use? a. Copy b. Align Left c. Find & Replace d. Paste	1
vi.	Gupta Pharmacy sells medicines produced or manufactured by different pharmaceutical companies. Gupta pharmacy is a type of _____ business a. Trading b. Services c. Manufacturing d. Procurement	1

Q. 2.	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	Marks
i.	Customer value is _____ a. Customer Value = Total Customer Benefits – Total Customer Costs b. Customer Value = Total Customer Costs – Total Customer Benefits c. Customer Value = Total Customer Choice – Total Customer Options d. Customer Value = Total Customer Options – Total Customer Benefits	1
ii.	Through environmental analysis, the management can develop an _____ which gauges the impact of various environmental forces on the Firm. a. Environmental Threat and Opportunity Profile (ETOP) b. Macro environment c. Micro environment d. Internal environment	1
iii.	Tata Nano project faced strong opposition in Singur (West Bengal) both socially and politically. Before introducing Tata Nano to the automobile market the company took into consideration the size of family, job profile, purchasing power and buying motive of the customer etc. Which aspect did Tata take into consideration before production and launch of its product? a. Economic, social and political trends b. The market trends c. Technology trends d. Nature of target customers	1
iv.	Consumer Markets comprises of _____ a. Fast moving consumer goods (FMCG) b. Industrial markets c. Intermediate markets d. All the above	1

v.	Endorsement by the celebrities comes under a. Physical Positioning b. Perceptual Positioning c. Philosophical Positioning d. Quality Positioning	1
vi.	The proposal of Tata Motors to bring out a small economy car by 2008 was a warning signal for Maruti Suzuki to cut its costs or introduce economy models. Identify the importance of environmental scanning highlighted above: a. Determining opportunities b. Identification of threats c. Formulation of strategies and policies d. Image Building	1
vii.	Preference for organic products or demand for Khadi clothes in place of synthetic clothes by the customers The above is an example of one of the following external forces making an influence on business a. Technological changes b. Uncertainty in political scenario c. Social changes d. Changes in fashion and tastes of consumers	1

Q. 3.	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	Marks
i.	A person in North India would satisfy his hunger with rajma and chawal while a person from South India would like to have fish curry and rice. Which core concept of marketing is being discussed in the above case?	1
ii.	Demand for reservation in jobs for minorities and women. The above is an example of one of the following external forces making an influence on business a. Technological changes b. Industrial conflicts caused by labour unrest c. Social changes d. Uncertainty in political scenario	1
iii.	India's large population of young people makes it an ideal market for new and trendy products. This is why the CEO of Nothing is eager to focus on India. Nothing is known for creating stylish products that appeal to Gen-Z. These products not only look elegant and have useful features but are also affordably priced. This combination of style, functionality, and affordability is exactly what young people in India want.	1

	Identify the macro environment targeted by Nothing in the above case.	
iv.	In India, Bangalore is known as the Silicon Valley of India. Kerala is known as God's own country. Madhya Pradesh is known as "Heart of incredible India". A campaign by Amithabh Bachan for Khushboo Gujarat ki The above is an example of _____ a. Product b. Place c. Services d. People	1
v.	USP stands for _____	1
vi.	"Nike produces shoes for golfers, tennis players, basketball players, for cricketers, and thus serves many segments relating to sports shoes". Identify the suitable types of targeting strategy	1
vii.	Market consists of _____ a. Potential buyers b. Prospective buyers c. Both a and b d. None of the above	1

Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	Market offering can be combination of _____ a. Product & services b. Information c. Places d. All of above	1
ii.	Organizations buying for producing other goods and services for the purpose of either earning profits or fulfilling other objectives or both. The above is an explanation for which costumer target group?	1
iii.	PESTLE stands for _____	1
iv.	_____ starts before production of goods but continues after selling of products a. Production b. Marketing c. Selling d. Buying	1
v.	Which type of public influence the company's ability to obtain funds?	1
vi.	The primary purpose of strategy is to capture sufficient volume to gain economies of scale and a cost advantage. a. Large marketing strategy	1

	b. Adjacent segment strategy c. Mass marketing strategy d. Multi-segment strategy	
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Q. 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks								
i.	What is SWOT analysis?	1								
ii.	Mumbai Dabbawalla’s follow _____ targeting. a. Sub-segment Strategy b. Multi-Segment Strategy c. Niche strategy d. Large Segment Strategy	1								
iii.	Rama always purchases Electronics home appliances of LG. Rama is considered as a. Hard core Loyals b. Soft Core Loyals c. Shifting Loyals d. Switchers	1								
iv.	Define Competitor?	1								
v.	In metropolitan cities due to fast lifestyle there is more demand for a. medicines and spectacles b. fast foods, electronic home appliances and crèches c. baby foods and toys d. none of the above	1								
vi.	Choose the Correct Option: <table border="1"><thead><tr><th>Column-A</th><th>Column-B</th></tr></thead><tbody><tr><td>1.Demographic Segmentation</td><td>A. Usage status, benefits sought, brand loyalty levels</td></tr><tr><td>2.Behavioural Segmentation</td><td>B. Personality traits, lifestyles, values</td></tr><tr><td>3.Psychographic Segmentation</td><td>C. Age, Size and Density of Population</td></tr></tbody></table> a. 1-C,2-A,3-B, b. 1-B,2-A,3-C, c. 1-C,2-B,3-A, d. 1-A,2-B,3-C	Column-A	Column-B	1.Demographic Segmentation	A. Usage status, benefits sought, brand loyalty levels	2.Behavioural Segmentation	B. Personality traits, lifestyles, values	3.Psychographic Segmentation	C. Age, Size and Density of Population	1
Column-A	Column-B									
1.Demographic Segmentation	A. Usage status, benefits sought, brand loyalty levels									
2.Behavioural Segmentation	B. Personality traits, lifestyles, values									
3.Psychographic Segmentation	C. Age, Size and Density of Population									

Q. 6.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	Ralph went to a salon for a haircut. The hairstylist gave Ralph a haircut according to his expectations. After getting the haircut, Ralph paid the hairstylist for his services. Which concept of marketing is being highlighted in the case above? a. Exchange process b. Buying	1

	c. Selling d. Transaction	
ii.	Customer value is a _____, which reflects the state of difference between customer benefits and customer costs. a. Proactive component, b. Reactive component, c. both a and b d. None of the above	1
iii.	_____ the potential customers of future. a. Customer b. Consumer c. Prospects d. Marketer	1
iv.	Omega watches, Tagline is “We measure the 100th second that separates winning from taking part.” Acer’s positioning is of the low-cost producer. Identify the basis of positioning?	1
v.	_____ type of segmentation is also called as undifferentiated Marketing a. Large Segmentation strategy, b. Multi segmentation strategy, c. Adjacent segmentation Strategy d. Mass Segmentation Strategy	1
vi.	Marketers builds company’s reputation by creating _____ of company in general public’s eyes. a. Sales b. Image c. Logo d. None of above	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

	Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks) Answer each question in 20 – 30 words.	Marks
Q.7.	Mention the steps to change the alignment of text while using OpenOffice.	2
Q.8.	Anshula, used to write storybooks for young children, but she wanted to do more with her talent. She thought of an idea to start a reading-café, which would be a coffee shop where people, especially mothers, can bring their children to learn how to read books, while they enjoy coffee. When she started the shop, no one wanted to help her with teaching how to read to little children. But then she realised that young college-going boys and girls who often came to her shop, had free time. She trained them how to teach or read stories to young children. They were happy to help her in return for a certificate of service. Soon many mothers started coming to her shop with their children. She started only one shop near her house in Bengaluru, but now runs five such shops in three different cities. a. What principle of getting an idea did Anshula follow?	2

	b. Define the principle followed.	
Q.9.	Differentiate between Interests and Abilities?	2
Q.10	Write down the different types of verbal Communication?	2
Q.11.	Adopting this style of communication results in Hurt-feelings, loss of confidence, misunderstandings. Identify and explain the communication style	2

	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	Marks
Q.12.	Define Marketing.	2
Q.13.	Identify the type of public is discussed in the following statements a. A company's marketing decisions may be questioned by consumer organizations, environmental groups, minority groups and others. Its public relations department can help it stay in touch with consumer and citizen groups. b. They consist of those mechanisms or devices that carry news, features and editorial opinion. They include- newspapers, magazines, radio and television stations	2
Q.14.	Sera, the owner of Merwan's Bakery, has gained popularity for her signature 'Persimonn' biscuits, featuring the exotic Korean fruit. These delectable treats have helped her in increasing the popularity of her bakery. However, Sera's business faces a problem as her usual vendors, from whom she sources the fruit, have declined to continue selling to her. This decision is taken because of pending payments which Sera has not cleared. This has led to a strained business relationship between Sera and her vendors. Due to this she is facing a problem in producing Persimonn biscuits which has led to loss of customers. From the above scenario Identify and explain the micro environment which has affected Sera's business?	2
Q.15.	Consider yourself as a marketing manager in Amul, a producer of number of milk products, how does you position the products in the following consumer segments comprising kids and Women.	2
Q.16.	Discuss briefly about the factors influencing the target market (Any four)	2

	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	Marks
Q.17.	Explain in detail the importance of marketing to customers.	3

Q.18.	Explain the following concepts in detail: a) Technological forces b) Economic forces	3
Q.19.	Identify the Segmentation Variables of the following A) Mobile phones B) Corn Flakes	3

	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	Marks
Q.20.	“The process of Segmentation is not univariable but is multi-variable”. Discuss any four types of Segmentation	4
Q.21.	“A type of targeting strategy which focuses on specialized benefits of products and services.” A) Name the type of target Market B) Discuss briefly about the type of Target Identified C) Give Examples of companies following Niche Market segmentation	4
Q.22.	I am the rival business firm who makes efforts to satisfy the markets and consumers’ demand. I will use my marketing tactics to influence your consumers. From the above statement: a. Identify the element of micro environment. b. Explain the types of the element identified in (a)	4
Q.23.	A company must be clear with its marketing objectives and it these objectives must fit in with the overall business objectives for formulation of proper business strategy In the light of the above statement, explain in detail any four objectives of marketing.	4
Q.24.	There is a toy company called "Super Toys." In the beginning, Super Toys made really nice and fun toys that kids loved. But then, Super Toys decided that just making good toys wasn't enough. They wanted to sell more and more toys, so they started thinking about how to get kids to buy as many toys as possible, even if the toys weren't that great. To do this, Super Toys started putting up big, flashy advertisements everywhere—on TV, on the internet, and even on billboards by the road. They also hired people to stand in front of stores and shout, "Buy Super Toys! The best toys ever!" They made the toys look super cool and fun in the ads, even if the toys weren't actually that exciting. Super Toys didn’t think about what the kids really needed or wanted to play with. They just wanted to sell, sell, sell. They thought that with enough advertising and promotions, they could convince everyone to buy their toys, no matter what. So, they made lots of different	4

	<p>kinds of toys, even ones that kids didn't ask for, because they believed they could sell anything if they advertised enough.</p> <p>In this way, Super Toys focused more on aggressive selling and advertising rather than understanding what the kids really wanted. They believed that with enough promotion, they could sell any toy, whether it was good or not.</p> <p>From the above case:</p> <ol style="list-style-type: none"> Identify and explain the marketing philosophy discussed in the case above. Imagine yourself as the Marketing Manager of Super Toys. Suggest and explain an alternative Marketing Philosophy 	
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