



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

FINAL ASSESSMENT -2024-25

CLASS XI

MARKETING (812)

MARKS: 60

DATE: 16/02/2025

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.	Name the toolbar used to scroll the document up and down?	1
ii.	Select the Aggressive Communication method from the choices and see if you can identify the other methods of communication. In class _____ a. I'm too afraid to raise my hand even though I know the answer. b. I shout the answer because I always know them and no one else ever does. c. I know the answer but never participate and then get angry at other people who do. d. I raise my hand when I know the answer and give others the opportunity to do the same.	1

iii.	Which of the following options will promote green economy? a. Use of non-renewable resources b. Sustainable Development c. Social Protection d. Creating Jobs	1
iv.	Ravi completed a comprehensive study paper and presented it to his professor. He simply wanted his professor to look through the document's "Field study" section. How does he inform his lecturer where to find the "Field study" part quickly and correctly? a. Tell him somewhere in the middle of the document b. Insert page numbers in the footer and tell him the page number c. Type in the page number in each page manually and tell him the page number d. All of the above	1
v.	A person's _____ is an acquired or natural ability that allows them to execute a specific job or task with a high level of proficiency.	1
vi.	_____ means to come up with ideas that others have not thought of before. a. Innovation b. Open mindedness c. Critical Thinking d. Creativity	1

Q. 2.	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	Marks
i.	"A short-term incentive to encourage trial or purchase of a new product. Which element of the promotion mix is being referred in this statement?"	1
ii.	Branding is a _____ decision, a. Promotion b. Price c. Product d. Place	1
iii.	What is ETOP?	1
iv.	Rajesh wants to open a tailoring shop in a colony. Name and explain the suitable pricing method for providing his services.	1

v.	<p>Write the steps of positioning in a correct sequence?</p> <p>I. Determine product's current location in product space</p> <p>II. Identify the set of determinant attributes that define the "product space"</p> <p>III. Identify relevant set of competitive products serving a target market</p> <p>IV. Collect information from a sample of customers and potential customers about perceptions</p> <p>a. I, III, IV and II</p> <p>b. III, IV, II, and I</p> <p>c. I, II, III, and IV</p> <p>d. III, II, IV and I</p>	1
vi.	_____ is a distribution strategy wherein the products are distributed through one or two major outlets	1
vii.	<p>Tobacco advertising is now banned in virtually in all communication forms in many countries around the world. This can be explained as an influence of _____</p> <p>a. Technological Environment</p> <p>b. Legal Environment</p> <p>c. Economic Environment</p> <p>d. Ecological environment</p>	1

Q. 3.	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	Marks
i.	<p>In 4Cs concept, _____ is replaced by promotion</p> <p>a. Communication</p> <p>b. Customer</p> <p>c. Convenience</p> <p>d. Cost</p>	1
ii.	<p>"Western Fashion Store "tries to appeal to style conscious, independent fashion freaks who goes shopping every week to look for latest hot fashions. What kind of market segmentation is being used by Western fashion store?</p> <p>a. Socio-Economic segment</p> <p>b. Psychographic segment</p> <p>c. Demographic segment</p> <p>d. Behavioral segment.</p>	1
iii.	The 'Exciting Smart Phone' was launched by Drizzle Limited, and was positioned for the rich class users of mobile phones. The company	1

	<p>mainly focused on product design, quality, branding, performance & features. It emphasized on innovation to produce better quality phones. It believes in the ideology that good will sell itself. Identify the concept followed.</p> <ol style="list-style-type: none"> The product concept The marketing concept The selling concept The economic concept 	
iv.	<p>Identify the type of promotion used by Coco Cola group of Companies as shown in the picture</p>  <p>The image shows a man and a woman sitting on a couch, watching a television. The TV screen displays a Coca-Cola advertisement featuring the classic script logo over a glass of cola with ice. The living room has a blue wall, a small shelf with decorative items, and a bowl of popcorn on the coffee table.</p>	1
v.	<p>Anju grew up in an upper-middle class family and became a successful published author. However, he did not feel that he was a success and walked into a lake, drowning himself. What level of needs was he missing?</p> <ol style="list-style-type: none"> Physiological Esteem Need Love and Belonging Safety and Security 	1
vi.	<p>Bunny is fond of eating chocolates and love to try new brands of chocolates in the market. Most of the time he makes selection among the two or three famous brands of chocolates in the market. Judge the loyalty of Bunny towards chocolate brands</p> <ol style="list-style-type: none"> Hard Core Loyal Soft Core Loyal Shifting Loyal Switchers 	1

vii.	Merchants & Agents are the type of _____	1
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Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>Pizza hut is offering Pizza at a price such as Rs.199, Rs. 299 and Rs.399 constitute which type of pricing strategy?</p> <p>a. Promotional Pricing b. Value pricing c. Bundling d. Differentiated Pricing</p>	1
ii.	<p>Long Drive Manufacturers is a leading vehicle manufacturing company. It claims that it can create a fuel in its laboratory which can run the newly designed car. The company is ready to provide this fuel to its customers for free for one year provided they buy the car. Which macro-environmental factor is affected here by the company's innovative solution?</p>	1
iii.	<p>Raashi went to have a coffee in Starbucks. Due to festive season, the cafeteria was full so while standing in a queue waiting for her turn, she started observing the paintings, chandeliers, interiors. Light purple paint with a touch of golden arches increases the aesthetic look of the cafeteria. The discussed elements come under which element of Marketing mix?</p>	1
iv.	<p>IPL, Common wealth games, Femina Miss India, Oscar are the examples of _____</p> <p>a. Experience b. Organisations c. Events d. Property</p>	1
v.	<p>----- provide raw materials, components and semi-finished goods to be used in production or even sell finished products of the organization.</p> <p>a. Suppliers b. Competitors c. Customers d. Public</p>	1
vi.	<p>Amit wants to visit Switzerland during his summer vacations. For this reason, he was getting information about various Travel and Tourism consultants. These Travel and Tourism consultants constitute his _____</p> <p>a. Evoked Set b. Current state</p>	1

	c. Ideal state d. Reference group	
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Q. 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks										
i.	Define 4Ps?	1										
ii.	Lifestyle of people gets reflected in Activities, & _____	1										
iii.	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										
iv.	"A product might be really good but if the consumer feels it is useless, he would never buy it". This is an example of _____ a. Learning b. Perception c. Belief d. Attraction	1										
v.	Mothers play the role of _____ while selecting novels for their kids. a. Preparer b. Gatekeeper c. Disposer d. Decider	1										
vi.	Choose the Correct Option: <table><tr><td>Company's Tagline</td><td>Bases of Positioning</td></tr><tr><td>1. Crane's stationery, "for the writer somewhere in each of us."</td><td>A. Product class</td></tr><tr><td>2. BMW, the "ultimate driving machine.</td><td>B. Product user</td></tr><tr><td>3. Compaq by introducing portable PC brand</td><td>C. Exclusivity</td></tr><tr><td>4. Toshiba focused only on laptop computer.</td><td>D. First Mover advantage</td></tr></table>	Company's Tagline	Bases of Positioning	1. Crane's stationery, "for the writer somewhere in each of us."	A. Product class	2. BMW, the "ultimate driving machine.	B. Product user	3. Compaq by introducing portable PC brand	C. Exclusivity	4. Toshiba focused only on laptop computer.	D. First Mover advantage	1
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	a. 1-C,2-A,3-B,4-D b. 1-B,2-A,3-D,4-C c. 1-D,2-B,3-A,4-C d. 1-A,2-D,3-B,4-C	
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Q. 6.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	Differentiate between Customer and Consumer	1
ii.	It is informal communication about the benefits of the product by satisfied customer a. Publicity b. Personal Selling c. Word of mouth communication d. Advertising	1
iii.	In India, "beef preparations are generally not found on the menu cards of most restaurants and food chains, as Hindus do not eat beef". Which factor influences the consumer buying behavior.	1
iv.	"Business Communique is a magazine launched by the Commerce department of ISWK". Identify the basis of segmentation used?	1
v.	What is exchange?	1
vi.	Members who service or repair the product so that it will provide continued satisfaction is referred to as _____ a. Initiator b. Disposer c. Maintainer d. Buyer	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.	Differentiate between interests and abilities	2
Q.8.	State 3Ps of public Speaking.	2

Q.9.	How to save a document in LibreOffice Writer?	2
Q.10	"Not to give up and keep going even when the difficult situation come up". Identify the value of an entrepreneur highlighted here. Also explain three more such values.	2
Q.11.	What is SBA?	2

	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	Marks
Q.12.	State and explain the types of positioning.	2
Q.13.	In recent era, "Product-oriented concepts in marketing mix have shown transition to the consumer-oriented concept". Explain the model	1+1
Q.14.	The advertisement of a travel agency states the following: 'Visit Agra — The city of Love', 'Udaipur — The city of Lakes' and 'Mysore — The city of Gardens'. What is being marketed by the agency through the advertisement? Explain the concept identified.	2
Q.15.	"Reena has purchased a Hisense Tv after watching it as one of the co-sponsors in FIFA 2022, after using it for a week she has realized that the picture quality associated with it is not as per the specifications. This makes her dissatisfied and she develops anxieties related to it. Identify the concept and briefly explain it.	2
Q.16.	"Workers, Managers, and Board of Directors also affects the functioning of the business". Identify and explain the micro-environmental factor associated with it.	2

	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	Marks
Q.17.	An environmental scanning enables the management to identify present and future opportunities and threats." Comment by emphasizing on its importance.	3
Q.18.	"Organizations can employ distribution alternatives on the basis of their products which includes three types of distribution". Explain	3

Q.19.	"Molten company Ltd. is a Japanese manufacturer producing various balls such as Basketball, Tennis ball, Football, water polo, Rugby, handball etc. Identify and explain the type of Target market adopted by Molten Company Ltd.	3
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	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	Marks
Q.20.	A. "Marketing is not merely selling". In the light of given statement differentiate between the two. B. Discuss in detail about the importance of Marketing to Society	4
Q.21.	Identify and explain the various Macro-environmental factors <ol style="list-style-type: none"> 1. With the election of a new government the nifty drops by 748 points. 2. An advertisement showing cigarette is injurious to health 3. A software is in high demand among the industrial buyers as it can connect all the branches of a company as a single integrated unit. 4. At the time of holi a large number of manufacturing firms get involved in making colours which are used in the celebration of this colourful festival 	4
Q.22.	"A person who intends to purchase a washing machine has to follow a series of step before purchasing it." Discuss in detail the various steps involved	4
Q.23.	"It is not possible for any firm to cater to the needs of entire population of a country, so they divide it into various divisions based on different variables." Explain any four such variables.	4
Q.24.	Ambika is a famous chain selling a large variety of products in the Indian market. Their products include chips, biscuits, sweets and squashes. It charges a comparatively higher price than its competitors as it sells quality products. Besides, it offers regular discounts to its customers and easy credit terms to its retailers. It has five of its own retail shops. It also sells its products through various grocery stores so that the products are made available to customers at the right place, in the right quantity and at the right time. It regularly uses different communication tools to increase its sales. The above paragraph describes the combination of variables used by Ambika to prepare its market offering. Identify and explain the variables by quoting the relevant lines.	4