



INDIAN SCHOOL AL WADI AL KABIR

DEPARTMENT OF COMMERCE

UNIT TEST I -2025-26

MARKETING (812)

CLASS: XI

DATE: 13/05/2025


MARKS: 30

TIME: 1 HOUR

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of 16 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.

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.	By which action can a sender send his or her messages? a. Listening b. Speaking c. Sleeping d. None of the above	1
ii.	Hugging a person in a foreign country where such an act is rude and disrespectful. The above is an example of _____ barrier affecting communication. a. Language b. Feelings c. Culture d. Prejudice	1
iii.	 Identify the type of communication in the above given image. a. Verbal b. Written c. Non verbal d. Visual	1

iv.	A good friend of yours is very upset as her best friend has had a terrible accident. You are tired from the day's work. The phone rings and the caller I.D. shows that it's her. What should you do? a. Ignore the call because you are tired b. Answer the call and talk to her for as long as she wants to c. Tell her that you are too tired and she should call someone else d. Listen to her for some time and then tell her that you will talk again tomorrow	1
v.	Give an example of written communication	1
vi.	The process of communication starts with a _____ a. Sender b. Receiver c. Medium d. Decoding	1

Q. 2.	Answer any 10 out of the given 12 questions (10 x 1 = 10 marks)	Marks
i.	Customer value can be shown as an equation as below: a. Customer Value = Total Customer Benefits – Total Customer Costs b. Customer Value = Customer benefits – Customer sales c. Customer value = Customer expectations – Actual performance d. Customer value = Product - Cost	1
ii.	Marketing is a core business discipline it covers_____. a. Advertising b. Promotions c. Public relations d. All the above	1
iii.	It is a process of scrutinizing and weighing up changes and trends in marketing environment by the firm. a. Marketing b. Selling c. Environmental scanning d. External force	1
iv.	I am a deed, processes and performances coproduced/provided by one person for another person. Who am I? a. Product b. Services c. Needs d. Wants	1
v.	_____ are products and services designed to deliver value to customers—either to fulfill their needs, satisfy their “wants,” or both. It to a complete offer for a product or service.	1


	<ul style="list-style-type: none"> a. Customer satisfaction b. Exchange process c. Market offering d. Experience 	
vi.	<p>Factors creating instability make the business environment volatile and it is called a_____.</p> <ul style="list-style-type: none"> a. Volatile environment b. dynamic environment c. complex environment d. stable environment 	1
vii.	<p>The exchange process between the firm and its customers depends upon business decisions taken by the firm, and these decisions again, are affected by the marketing environment.</p> <p>State whether the statement given above is True or False.</p>	1
viii.	<p>After years of hard work, Meera is promoted to team leader at her company. She feels proud, respected by her peers, and confident in her abilities. This recognition and sense of achievement fulfilled her _____needs.</p> <ul style="list-style-type: none"> a. Physiological needs b. self-esteem needs c. belonging needs d. self-actualization 	1
ix.	<p>At Sunny Creek Park, weekends come alive with energy and laughter. Children dash through splash pads and bounce on inflatable castles, while teens challenge each other on the skate ramp. The aroma of buttery popcorn and sizzling burgers wafts from nearby stalls, drawing people in for tasty treats. Families gather for picnics under shady trees, and a local band plays cheerful tunes at the open-air stage. For those seeking adventure, paddle boats glide across the calm lake, and nature trails invite peaceful walks. With its mix of thrill and tranquility, Sunny Creek Park offers a joyful escape for visitors of all ages.</p> <p>The above is an example of _____</p> <ul style="list-style-type: none"> a. Product b. Services c. Experience d. People 	1
x.	<p>Uniqlo, a prominent clothing brand from Japan, focuses on producing affordable clothes through large-scale manufacturing and cost-efficient operations. By leveraging online sales channels and minimizing marketing costs, Uniqlo keeps its product prices low while maintaining wide availability. This approach has enabled the brand to expand rapidly and capture significant market share in price-sensitive regions such as India, Indonesia, Nigeria, Mexico,</p>	1

	<p>and Vietnam, making it a popular choice for consumers seeking value-for-money.</p> <p>The above is an example of _____ marketing philosophy</p> <ol style="list-style-type: none"> Production concept Product concept Selling concept Marketing concept 	
xi.	<p>Social marketing comprises of creating awareness on few ideas like Family Planning, AIDS awareness, discouraging-smoking, child labour, domestic violence, wearing of helmet while driving, blood and eye donation etc.</p> <p>All of the above are examples of _____</p> <ol style="list-style-type: none"> Ideas Information Event Property 	1
xii.	<p>A snack manufacturing company, Crunch Bite Foods, conducts an environmental analysis and creates profile. This profile identifies rising health consciousness as an opportunity to launch baked and low-fat snacks, while increasing raw material costs and government regulations on junk food ads are seen as threats. This helps the management plan product innovation and cost control strategies accordingly.</p> <p>Which profile was created by Crunch Bite Foods?</p>	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

	<p>Answer any 1 out of the given 2 questions on Employability Skills (1 x 2 = 2 marks) Answer each question in 20 – 30 words.</p>	Marks
Q.3.	<p>Effective communication can happen if we follow the basic principles of professional communication skills. Explain any 2Cs of communication</p>	2
Q.4.	<p>Non-verbal communication makes our message stronger. Explain any two types of non-verbal communication.</p>	2
Q.5.	<p>Kira's colleague, Nina, is assigned a project task. Instead of completing it on time, Nina deliberately procrastinates, claiming she was too busy. When Kira asks her about it, Nina denies any delay and subtly blames others for not providing the right information.</p> <p>Nina's behavior leaves Kira frustrated, as Nina avoids taking responsibility for her actions. Meanwhile, Nina talks behind Kira's back to other colleagues, badmouthing her for being too demanding, but never addressing the issue directly. This causes resentment and bad feelings among the team without resolving the underlying conflict.</p>	2

	Identify and explain the communication style adopted by Nina.	
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	Answer any 2 out of the given 4 questions in 20 – 30 words each (2 x 2 = 4 marks)	Marks
Q.6.	Define marketing according to Philip Kotler.	2
Q.7.	Explain the two types of forces in a business environment.	2
Q.8.	 <p>From the picture given above identify and explain the scope of marketing.</p>	2
Q.9.	<p>Maya bought a new pair of running shoes, excited by the promise of superior comfort and durability. After using them for a week, she finds them perfectly comfortable and is satisfied with the purchase.</p> <p>Identify and explain the core concept of marketing specified above.</p>	2

	Answer any 2 out of the given 4 questions in 30– 50 words each (2 x 3 = 6 marks)	Marks
Q.10.	<p>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.</p> <p>With regards to the statement above, explain any three objectives of marketing.</p>	3
Q.11.	Differentiate between Marketing and Selling.	3
Q.12.	Before production and launching the product in the market the management has to make good market research to explore various aspects. Explain any three such aspects.	3
Q. 13.	Explain the following core concepts of marketing with an example each.	3

	a. Demands b. Wants	
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	Answer any 1 out of the given 3 questions in 50– 80 words each (1 x 4 = 4 marks)	Marks
Q.14.	<p>Happy Tummy, a probiotic drink entered the Indian market, most consumers are unfamiliar with probiotics and don't feel any specific need for such a product. In this situation Happy Tummy might end up making a loss.</p> <p>Suppose, you are the marketing manager of Happy Tummy, suggest any two marketing philosophies which can be adopted by Happy Tummy. Give detailed reasons for your answer</p>	4
Q.15.	<p>Currently marketing is a core business discipline since it contributes greatly to the success of the organization.</p> <p>In light of the above statement, explain the importance of marketing to marketers and society.</p>	4
Q.16.	<p>The business environment is multifaceted, complex, and dynamic in nature and has a far-reaching impact on the survival and growth of the business.</p> <p>Keeping in view the above statement, explain any four points of importance of environmental scanning.</p>	4