



INDIAN SCHOOL AL WADI AL KABIR

UNIT-TEST-I -2023-24

MARKETING (812)

Date:30/05/2023

Class: XI

Time: 1 Hour

Marks: 30

General Instructions:

1. All questions are compulsory.
2. Read the questions carefully and show all workings clearly.
3. Attempt all the parts of the questions at one place.
4. While answering the MCQ's write the selected option number along with the answer.

Q. No.	QUESTIONS	Marks
1.	Social loafing or _____occurs when one or more group members rely on the efforts of other group members and fail to contribute their time and effort. a. free riding b. team cohesion c. social process d.team norms	1
2.	_____is the process of creating a non-fiction text about current or recent news, items of general interest or specific topics. a. Essay writing b. News letters c. Article writing d. Novel writing	1

3.	<p>_____ is a person who ultimately uses or intends to use the product also known as consumer.</p> <p>a. Producer b. Businessman c. End user d. Marketer</p>	1
4.	<p>Hunger, clothing, shelter are examples of _____</p> <p>a. Supply b. Needs c. Demand d. Wants</p>	1
5.	<p>_____ is the ratio of its sales to the total sales in the economy.</p> <p>a. Total cost b. Total Revenue c. Sales Market d. Market Share</p>	1
6.	<p>Who is called as the Marketing Guru?</p> <p>a. Rand Fishkin b. Scott Stratten c. Philip Kotler d. William Stanton</p>	1
7.	<p>Academic model of needs was proposed by psychologist _____</p> <p>a. Abraham Maslow b. Vitor Pecanha c. Marcus Sheridan d. Scott Stratten</p>	1

8.	<p>_____are the independent individuals or organisations that directly help in the free flow of goods and services between marketing organisations and the customers.</p> <p>a. Suppliers b. Marketing professionals c. Sales professionals d. Marketing intermediaries</p>	1
9.	<p>Large companies use _____ and other means to inform and motivate their internal publics.</p> <p>a. Brochures b. Newspaper Ads c. TV commercials d. Newsletters</p>	1
10.	<p>ETOP stands for</p> <p>a. Environmental Threat and Opportunity Program b. Environmental Threat and Opportunity Profile c. Environment Threat and Opportunity Profile d. Environmental Threat and Opportunities Profile</p>	1
11.	<p>These institutions are involved in buying goods and services in order to produce public services.</p> <p>a. Government and other non-profit market b. Industrial Market c. Consumer Market d. Reseller Market</p>	1
12.	<p>The _____environment is one of the fastest changing factors in the macroenvironment.</p> <p>a. politico-legal b. economic c. social d. technological</p>	1

13.	Explain any two (2) factors which influence team building	2
14.	What is a Customer Value? Write its equation	2
15.	What is Societal Marketing?	2
16.	Define the following a. Micro environment b. Macro environment	2
17.	Distinguish Between Marketing Concept and Selling Concept on the basis of the following a. Definition b. Objective c. Scope d. Market Segmentation e. Marketing Mix	5
18.	<p>Today, Nestle is one of the leading Food and Nutrition Company in the world. Nestle has headquarters in Vesey, Switzerland. The business of nestle is supported by its strong network in more than 86 countries with more than 500 factories. Along with that the business also gets the benefit of its international R&D network. The Nestle factories are operating in the different countries of: Asia, America, Africa, Europe, Oceania.</p> <p>Nestle has maintained a high-quality efficiency in handling the quality and quantity of the two different supplies i.e., labor supplies and material supplies and hence the company has been able to run its business smoothly for more than 100 years in spite of the different business trends in the world market. The market intermediaries of the company help to advertise, sell and distribute its product to the end customers.</p> <p>The physical distribution network of the company decides the medium by which the finished product is delivered to the end customer on time and with safety. This department also ensures</p>	5

the proper storage of the firm that prevents the product from getting any kind of damage. Few factors of Nestle include suppliers, customers, competitors, and the general public. The immediate customers of Nestle are retail and grocery stores which provide the products of the company to the end customers at a reasonable price and a reasonable profit. Although Nestle is the leader in packaged food industry of Malaysia but the other competitors who are giving tough competition to Nestle are

- Petra Foods Limited
- Chocoladefabriken Lindt & Spruengli AG
- Yeo Heap Sang Limited
- Mail Dairy Industry Co., Ltd

a. Identify the concept explained above

b. Explain any four (4) factors of the identified concept