



INDIAN SCHOOL AL WADI AL KABIR

Unit Test 2025-26

SUB: Marketing & Sales (412)

Date: 25/05/2024
hour

Time Allowed: 1

Class: X

Maximum Marks: 30

SECTION A: OBJECTIVE TYPE QUESTIONS

| Q. No. | Answer any 4 out of the given 6 questions on Employability Skills (4 x 1 = 4 marks) | Marks | | | | | | | | | | |
|-----------------------|---|-----------------------|----------|-------------|---|--------------|--|------------------|--|-------------|--|---|
| 1. | The word Communication is derived from a) Greek, b) Latin, c) French d) German | 1 | | | | | | | | | | |
| 2. | <div>Match the Following</div> <table><tr><th>Communication Barrier</th><th>Examples</th></tr><tr><td>1. Language</td><td>A. Talking over phone during a live Musical event</td></tr><tr><td>2. Emotional</td><td>B. Hugging is an act of disrespect in some foreign Countries</td></tr><tr><td>3. Environmental</td><td>C. Talking in French when other party knows only Spanish</td></tr><tr><td>4. Cultural</td><td>D. Teacher is angry when students couldn't complete their grading activity</td></tr></table> <div>a) 1-B, 2- C, 3- A, 4- D b) 1- C, 2- D, 3- A, 4- B c) 1- A, 2- B, 3- C, 4- D d) 1- A, 2- C, 3- B, 4- D</div> | Communication Barrier | Examples | 1. Language | A. Talking over phone during a live Musical event | 2. Emotional | B. Hugging is an act of disrespect in some foreign Countries | 3. Environmental | C. Talking in French when other party knows only Spanish | 4. Cultural | D. Teacher is angry when students couldn't complete their grading activity | 1 |
| Communication Barrier | Examples | | | | | | | | | | | |
| 1. Language | A. Talking over phone during a live Musical event | | | | | | | | | | | |
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| 4. Cultural | D. Teacher is angry when students couldn't complete their grading activity | | | | | | | | | | | |

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| 3. | Which type of feedback is most helpful for improving communication? a. Negative feedback b. Positive feedback c. No feedback d. Indirect feedback | 1 |
| 4. | Identify the part of speech for the word "quickly" in the sentence: "She ran quickly to catch the bus." a. Noun b. Verb c. Adjective d. Adverb | 1 |
| 5. | Arun was watching a Tv, when she came across Tom and Jerry's add. He started smiling. His sister after seeing him in a good mood started eating popcorn from his bowl. Which type of communication takes place between Arun and his sister. a. Verbal Communication b. Non-Verbal Communication c. Visual Communication d. All of the above | 1 |
| 6. | Which of the following is an example of an Imperative sentence? a. How are you? b. I love ice cream. c. Go to bed d. What a surprise! | 1 |

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| | Answer any 12 questions out of the given 14 questions of 1mark each: (12 X 1 = 8) | Marks |
| 7. | Define Marketing Mix? According to William J. Stanton, "Marketing mix is the term used to describe the combination of the four inputs which constitute the core of a company's marketing system, the product, the price structure, the promotional activities and the distribution system" | 1 |
| 8. | _____ is an example of Product marketing mix a. Car b. Beauty salon c. Hospital d. Banks | 1 |
| 9. | Ram wants to place an order for a sports watch on Amazon. While doing so, he followed a series of step such as selection of product, placing an order, making its payment and delivery. Identify the element of Marketing being discussed? a. People b. Service | 1 |

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| | c. physical evidence d. Process | |
| 10. | The service marketing mix consists of _____ Ps a. 4 b. 5 c. 6 d. 7 | 1 |
| 11. | Who proposed 4P classification of Marketing mix? Jerome Mc Carthy | 1 |
| 12. | Which element of Marketing mix deals with the value of goods and services a. Product b. price c. Place d. promotion | 1 |
| 13. | Lulu's Scratch and Win offer is an example of _____ method of promotion a. Advertisement b. Personal selling c. Direct Mail d. Sales promotion | 1 |
| 14. | A dress designer wishes to sell his unique exclusive dress to wealthy customers. Which pricing strategy should he use? a. Penetration b. Skimming c. Cost-plus pricing d. Hour-based pricing | 1 |
| 15. | All the elements of Marketing mix are _____ a. Interdependent b. Independent c. consistent d. variable | 1 |
| 16. | Give one example of Indirect distribution network? Retailer/Wholesaler/Agent/Distributor | 1 |
| 17. | Which type of pricing method is used by a photographer? a. Cost-Plus method b. Hour-Based method c. Penetration Pricing d. Premium Pricing | 1 |
| 18. | What are the additional 3 Ps in the service-marketing mix? Process, People and Physical Evidence | 1 |
| 19. | Sales promotion can involve all of the following EXCEPT: a) Loyalty program b) TV commercials | 1 |

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| | c) Samples d) Coupons | |
| 20. | A publisher wants to reach new customers overseas. Which would be the most cost-effective form of promotion. a) Sales promotion b) Radio advertisement c) Online advertisement d) Newspaper advertisement | 1 |

PART B: SUBJECTIVE TYPE QUESTIONS

| | Answer any 1 out of the given 3 questions in 20 – 30 words each (1 x 2 = 2 marks) | Marks |
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| 21. | What is the importance of feedback in communication? 1. It validates effective listening: 2. It motivates 3. It is always there 4. It boosts learning 5. It improves performance (Any 2- 1M for each) | 2 |
| 22. | state some of the strategies to overcome barriers to effective communication? • Use simple language. • Do not form assumptions on culture, religion, or geography. • Try to communicate in person as much as possible. • Use visuals. • Take the help of a translator to overcome differences in language. • Be respectful of other's opinions. (Any 2 each carry 1M) | 2 |
| 23. | A) Amit and Rohit are friends. One day both of them were discussing about the advantages and disadvantages of Internet. Identify the type of communication used? Verbal Communication B) Identify the type communication being depicted in the picture? | 2 |



Visual Communication

Each bit carry 1M

| | Answer any 2 out of the given 4 questions in 20 – 30 words each (2 x 2 = 4 marks) | Marks |
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| 24. | <p>Define Product marketing mix?</p> <p>"Product Marketing mix is the term used to describe the combination of the four inputs which constitute the core of a company's marketing system, the product, the price structure, the promotional activities and the distribution system." It is used for tangible goods.</p> <p>2M for Definition</p> | 2 |
| 25. | <p>A) Sony Corporations produces smart pens. Its firm is located in Mumbai. Its customers are geographically scattered. It has to supply its products across India through various distribution channels. Name the distribution network adopted by Sony Corporations.</p> <p>Indirect Distribution Network</p> <p>B) Bank Muscat is an example of which type of Marketing Mix</p> <p>Service Marketing mix</p> <p>Each bit carries 1M 1*2=2M</p> | 2 |
| 26. | <p>Swathi is producing pickles and khakra and is selling directly to customers by visiting door to door. Identify and define the type of promotion used by swathi.</p> <p>Personal selling</p> <p>Personal Selling: Selling a product service one to one. This can either be done face- to-face(door to door) or over the phone.</p> <p>Identification-1M and definition-1M</p> | 2 |
| 27. | <p>What is penetration pricing?</p> | 2 |

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| | Penetration pricing: When a firm brings out a new product into a new or existing market, it may feel that it needs to make quick sales in order to establish itself and to make it possible to produce larger quantities. It may therefore start off by offering the product at a low price. When it sees that product has penetrated well in the market and market penetration has been achieved, then he goes for price rise. | |
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| | Answer any 2 out of the given 3 questions in 50– 80 words each (2 x 4 = 8 marks) | Marks |
| 28. | <p>"Promotion is the communication aspect of entire marketing function". What are the various tools used by the marketers to promote their products and services"? Define any two of them.</p> <p>Enlisting 2M+1M each for each promotional tool</p> | 4 |
| 29. | <p>Identify the element of Marketing Mix of products or services:</p> <p>A) A consumer product manufacturing company is offering a number of consumer product like toiletries, detergent powder, food products etc. Product</p> <p>B) A TV manufacturing company is spending substantial amount of money to persuade the target customers to buy its T.V. sets through advertisements, personal selling and sales promotion techniques. Promotion</p> <p>C) Rajesh has placed an order for Samsung ultra S25 mobile phone on Flipkart. He is located in Rajasthan. How Samsung will be delivering mobile phone to Rajesh. Place/Distribution</p> <p>D) Imagine you visit Costa Croaster, a popular restaurant. The dining area is spotless, with modern, comfortable seating and a warm, inviting atmosphere. The menu is beautifully designed, and the Hungry Wok logo is prominently displayed. These elements make you feel welcome and confident in the restaurant's quality, encouraging you to dine there regularly. Physical Evidence</p> | 4 |
| 30. | <p>Define the following terms:</p> <p>A. Hour-Based Pricing</p> <p>B. Skimming Pricing</p> <p>C. Cost plus Pricing</p> <p>D. Premium Pricing</p> <p>Each pricing definition carry 1M 1*4=4M</p> | 4 |

