



INDIAN SCHOOL AL WADI AL KABIR

UNIT-TEST-I -2023-24

MARKETING (812)

Date:

Time:

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.	_____ is a person who ultimately uses or intends to use the product also known as consumer. a. Producer	1

	<p>b. Businessman c. End user d. Marketer</p>	
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
SECTION B		
13.	<p>Explain any two (2) factors which influence team building</p> <p>Following are the factors which influence team building:</p> <ul style="list-style-type: none"> • Work Team Structure It includes goals and objectives, operating guidelines, performance measures, and role specification. • Work Team Process Work team competitiveness and cooperative behaviour need to be considered while building a team. 	2

	<ul style="list-style-type: none"> • Diversity Diversity influences team building as well as effectiveness. Diversity shall be ensured in gender, background and competencies. Diverse team also ensures creativity. 	
14.	<p>What is a Customer Value? Write its equation</p> <p>Customer value is difference between the values benefits the customer gains from owning a product and cost of obtaining the product.</p> <p>Customer Value = Total Customer Benefits – Total Customer Costs</p>	2
15.	<p>What is Societal Marketing?</p> <p>Ans. Societal Marketing can be defined as a marketing function in which the organizations identify the needs and wants of the target market and then align the marketing activities of an organization in such a manner that their marketing efforts are socially responsible and thereby help the organization in gaining the trust of the society by having an image of a socially responsible organization, but still remaining profitable.</p>	2
16.	<p>Define the following</p> <p>a. Micro environment</p> <p>b. Macro environment</p> <p>Micro environment consists of the elements or forces that influence marketing and business directly. It includes suppliers, customers, intermediaries, competitors and the general public.</p> <p>Macro environment includes demographics, economic forces, political and legal forces, socio-cultural and technological forces, which are beyond the control of firm and affect business indirectly.</p>	2

<p>17.</p>	<p>Distinguish Between Marketing Concept and Selling Concept on the basis of the following</p> <ul style="list-style-type: none"> a. Definition b. Objective c. Scope d. Market Segmentation e. Marketing Mix 	<p>5</p>
<p>18.</p>	<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. 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 the proper storage of the firm that prevents the product from getting any king 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 leader in packaged food industry of Malaysia but the other competitors who are giving tough competition to Nestle are</p> <ul style="list-style-type: none"> • Petra Foods Limited • Chocoladefabriken Lindt & Spruengli AG 	<p>5</p>

- Yeo Heap Sang Limited
- Mail Dairy Industry Co., Ltd

a. Identify the concept explained above - External micro environment

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

External micro-environment includes the

1. Suppliers
2. Marketing intermediaries
3. Competitors
4. Customers
5. General public

Suppliers:

The suppliers comprise all the business firms or individuals who provide raw materials, components and semi-finished goods to be used in production or even sell finished products of the organization.

Marketing Intermediaries:

Marketing intermediaries are the independent individuals or organisations that directly help in the free flow of goods and services between marketing organisations and the customers. Generally, these are of two types, namely **'merchant' and 'agent'**.

Merchant middlemen can be wholesalers and retailers. Agent middlemen are an important part of the distribution network and render important services in different capacities.

COMPETITORS:

Marketers have to continuously monitor the rival firm's marketing activities, their products, distribution channels, prices and promotional efforts to design its marketing strategy.

	<p>They must also gain strategic advantage by positioning their products and services strongly against those of their competitors, in the minds of the consumers.</p> <p>Publics: A '<i>public</i>' means any group that has an actual or potential interest in or impact on the company's ability to achieve its objectives.</p>	
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