



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

**CLASS XI- ASSESSMENT I -2022-23**

**DATE: 20/09/2022**

**MARKETING (812)**

**MARKS: 60**


*General Instructions: -*

- 1) *All questions in both the sections are compulsory.*
- 2) *Marks for questions are indicated each.*
- 3) *All parts of a question should be answered at one place.*

**SECTION A: EMPLOYABILITY SKILLS (10 MARKS)**

Q. No.	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	Marks
1	Select the Assertive Communication method from the choices  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
2	Robin, is a manager of an upcoming fashion house, and Mabel, a fashion intern, whose relative owns the fashion house. As an intern Mabel was required to assist the senior designers as well as clean and organize their work stations. However, Mabel thought of this work to be beneath her. She refused to clear any workstations and would often stroll in to work late.  Rosa having noticed this called Mabel to her cabin for a talk. She explained in a clear and concise way that they all were working together as a team and clearing and organizing the senior's workstations was a part of Mabel's duties. Despite Rosa using an effective communication with appropriate statements, Mabel responded aggressively and threatened her saying, "Your boss is an extended family member of mine. If I tell her that you are troubling me at work and intentionally asking me to clean other people's mess she will surely fire you. Now, if you want to keep your job then don't bother me."  Identify the communication style adopted by Mabel.	1
3	Identify the following Kind of sentence:  Turn left at the bridge  A. Declarative sentences B. Interrogative sentences	1

	C. Imperative sentences D. Exclamatory sentences	
4	_____ is the act of using photographs, videos, art, drawings, sketches, charts and graphs to convey information. A. Verbal communication B. Non-verbal communication C. Visual communication D. Written communication	1
5	Non-verbal communication is culture bound. State whether the above statement is True or False	1
6	How many clauses appear in the sentence below? When he woke up that morning, Joseph wondered about his chances at getting the job, but he shrugged off any doubts. A. Two B. Three C. One D. Five E. Four	1

	Answer any 3 questions out of the given 5 questions of 2 marks each: (2 X 3=6)	Marks
7.	From the image given below identify the type of Communication. List down any one advantage of the identified type of communication.  	2
8.	What is Communication?	2
9.	Discuss any two advantages of written communication.	2
10.	Given below is an excerpt of an email. Give your opinion on the language usage	2

	<p>To: Bryan Thomas  From: Alex King  Subject: Presentation  Dear Mr. Thompson:</p> <p>Can you send me the presentation from last week? I really enjoyed it!</p> <p>Sincerely,  Alex</p>	
11.	Give any two points of difference between Verbal and Written Communication.	2

**PART B: SUBJECT SKILLS (50 MARKS)**

	Answer any 10 out of the given 12 questions (1 x 10 = 10 marks)	Marks
12	<p>The proposal of Tata Motors to bring out a small economy car by 2008 was a warning signal for Maruti Suzuki to cut its costs or introduce economy models.</p> <p>The above is an example of:</p> <p>A. Identifying Opportunities  B. Identifying Threats  C. Identifying Strengths  D. Identifying Weakness</p>	1
13	<p>Kisan Rao is a farmer in the state of Maharashtra. He grows wheat in his agricultural field. From the above statement we can say that, Kisan Rao is:</p> <p>A. Manufacturer  B. Producer  C. End User  D. Intermediary</p>	1
14	<p>When we are fasting and didn't have food since morning the moment a person names our favourite food it is tough for us to resist.</p> <p>Which core marketing concept is depicted in the above situation?</p> <p>A. Wants  B. Needs  C. Demand  D. Customer Value</p>	1
15	<p>Production concept lays emphasis on _____ and _____ of products.</p> <p>A. Premium quality and affordability  B. Affordability and availability  C. Product development and improvement</p>	1

	D. Customer satisfaction and price	
16	<p>if the customers expect some variations in the product offered by the firm, or price is high/ low for the target customers or the current medium of advertisement is not effective enough, the firm is quite free switch over to required changes.</p> <p>The factors mentioned in the above situation are controllable factors. State whether this statement is True or False.</p>	1
17	<p>ITC's project of spending each rupee from sales generated through Classmate stationery. The above statement is an example of:</p> <p>A. Societal Marketing B. Selling Concept C. Relationship Marketing D. None of the above</p>	1
18	<p>The factors creating instability make the business environment volatile and it is called a _____ environment.</p> <p>A. Dynamic B. Static C. Stable D. Volatile</p>	1
19	<p>Kotler and Armstrong have described _____ types of publics</p> <p>A. 5 B. 8 C. 7 D. 4</p>	1
20	<p>Cigarettes should not be marketed to younger children' or 'Smoking is injurious to health' is denoted on packets by the cigarette companies.</p> <p>Which aspect of Macro Environmental Factors is depicted in the above statement?</p>	1
21	<p>Marketer calculates social net profitability with the help of the following formula.</p> <p>A. social benefit minus social cost B. social benefit plus social cost C. gross social benefit minus gross social cost D. gross social benefit plus gross social cost</p>	1
22	<p>_____ is the economic and social organ of society</p> <p>A. producers B. manufacturers C. firm D. end consumers</p>	1

23	<p>Rizden Pvt Ltd launched its new range of organic soaps named ‘Saundarya’ a few months ago in the market. However, the product despite being organic has failed to attract the customers. The company had high hopes from this product.</p> <p>Later, the company found out that the product failed due to its poor marketing. Reeva, the new Marketing Manager of the firm suggests that it is important to create awareness of the product and spread information about it to the buying public. In order to do this, they might have to undertake heavy advertising and sales promotion.</p> <p>According to the suggestion given by Reeva, the primary task of marketing in the above scenario is to _____</p> <p>A. get the product or service recognition in the market.  B. Focus on increasing sales  C. create a reputation for the company  D. achieve highest level of customer satisfaction</p>	1
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	Answer any 5 out of the given 7 questions in 20 – 30 words each (5 x 2 = 10 marks)	Marks
24	Define Marketing according to Philip Kotler	2
25	Why do firms need to understand the marketing environment?	2
26	‘Customer is the king’, which philosophy follows this ideology?	2
27	Enlist any two external forces making an influence on a business	2
28	Why does the management develop an ETOP?	2
29	<p>During summer season in India Coca-Cola not only faces competition from other aerated beverages but also from local ‘Nimbu Paani’ sellers.</p> <p>In the above situation Coca-Cola faces which type of competition from Nimbu Paani sellers? Explain the identified type of competition</p>	2
30	What does Product concept place emphasis on?	2

	Answer any 5 out of the given 7 questions in 50– 80 words each (5 x 3 = 15 marks)	Marks
31	Marketing is not merely limited to selling of products and services. Elaborate	3
32	‘The socio-cultural environment of a country determines the value system of the society which in turn affects the marketing of products’; explore the truth in the statement with the help of an example.	3

33	What is the significance of 'Customer' in marketing micro environment? Explain various categories of customer markets.	3
34	Big Bazaar a retail store of Future group, encourages its shop floor managers to regularly mingle with customers on their floors and try to understand the customer expectations.  The above scenario is a clear example of the concept of Customer Satisfaction. State whether this statement is True or False. Give Reasons for your answer.	3
35	'The firm has to deal with the changes taking place 'within' it and 'around' it.' Discuss in detail.	3
36	Which are the various aspects explored by the management of a firm through market research before starting its operations?	3
37	How do you think that the four P's of marketing namely product, price, place and promotion are controllable factors for a business?	3

	Answer any 3 questions out of the given 5 questions of 5 marks each: (3 x 5 = 15)	Marks
38	Panera's commitment to health and convenience has resulted in 40 million Panera loyalty members.  In 2014, Panera issued a statement promising its customers it would remove all artificial flavors, sweeteners, and preservatives from all Panera products by the end of 2016. The company remained transparent throughout the process, publishing progress reports to demonstrate a level of accountability and transparency to its customers.  Undoubtedly, it was a risky decision to admit they'd previously used unhealthy ingredients in their food — but their brand promise paid off big-time in 2016 when the brand could officially say "100% of our food is 100% clean."  Identify the type of Marketing undertaken by Panera. Explain in detail the identified type of marketing.	5
39	What do you understand by 'Environmental scanning? Why is it necessary for a business?	5
40	Importance of Marketing is not merely for customers but for society and marketer too.	5
41	Explain briefly any two micro environmental factors affecting a business	5
42	Distinguish between Marketing and selling.	5