



INDIAN SCHOOL AL WADI AL KABIR

Unit Test 2023-24

SUB: Marketing (812)

Date: 01/06/2023

Time Allowed: 1 hour

Class: XI

Maximum Marks: 30

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: OBJECTIVE TYPE QUESTIONS

Q. No.	Answer any 4 out of the given 6 questions on Employability Skills (4 x 1 = 4 marks)	Marks
1.	Which of the following is not a parameter to describe an individual's personality? Ans: Self-confidence	1
2.	Roshan works for Suresh, who is a businessman. Roshan is a <u>wage employed person</u>	1
3.	A person, who can easily make friends and make any gathering lively, is confident and an <u>Extrovert</u>	1
4.	Sayed knows what business he wants to do but does not know what steps he has to take to get it running. The barrier stopping him is <u>lack of plan</u>	1
5.	Ravi has feelings of emptiness, abandonment and suicide. What type of personality disorder is this? Ans: Borderline	1
6.	The ability to continue to do something, even when it is difficult is called <u>perseverance</u>	1

	Answer any 8 questions out of the given 10 questions of 1 mark each: (8 X 1 = 8)	Marks
7.	Which one of the following is not an example of Industrial product?	1

	Ans: Shirt	
8.	On Wednesdays, Big Bazaar used to cut back the price of fruits and vegetables to attract large number of customers, however, no change was made on the price of the other products. What are vegetables and fruits called for Wednesday? Ans: Loss Leaders	1
9.	When a market has potential for growth, what is a better indicator of a firm's effectiveness than target return on investment? Ans: market share	1
10.	Name any two dimensions of product mix Ans: Breadth, Depth, Consistency	1
11.	When "All-out" in 1990 introduced liquid vaporizers as mosquito repellent, it was a pioneer in the product category as till 1990 mosquito coils were prevalent. Identify the product life cycle stage of All-out. Ans: Introduction stage	1
12.	Resource Mobilizing means the creating resources for either self - development or reinvestment in the firm. Prices are deliberately set high in certain cases to generate surplus for reinvestment in the same firm or its sister concerns.	1
13.	Mention any one quality of fifth "P" of marketing mix Ans: Packaging is Attractive Appearance	1
14.	Price Stabilization as an objective is prevalent in industries that have a price leader.	1
15.	Product is the focal point, and all the marketing activities revolve around it.	1
16.	For what type of shopping products does price become secondary in case the focus is on style/quality? Ans: Heterogenous products	1

PART B: SUBJECTIVE TYPE QUESTIONS

	Answer any 2 out of the given 4 questions in 20 – 30 words each (2 x 2 = 4 marks)	Marks
17.	Identify and explain the personality disorders depicted in the case given below:	2

	<p>Shikha is an elderly woman. She stays with her family. She has a habit of washing her hands at least 20 times a day. Even after washing her hands, she feels they are not clean, and continues rubbing or washing them. She neither talks to her grandchildren, nor does she participate in any family activity.</p> <p>Ans:</p> <p>Cluster C: Anxious</p>	
18.	<p>Explain any two techniques that can help you to maintain a positive outlook</p> <p>Ans:</p> <p>Physical exercise and fresh air, healthy diet, organize academic life</p>	2
19.	<p>Mention any two steps to overcome personality disorder.</p> <p>Ans:</p> <ul style="list-style-type: none"> • Talk to someone. Most often, it helps to share your feelings. • Look after your physical health. A healthy body can help you maintain a healthy mind. • Build confidence in your ability to handle difficult situations. • Engage in hobbies, such as music, dance and painting. These have a therapeutic effect. • Stay positive by choosing words like ‘challenges’ instead of ‘problems’ 	2
20.	<p>Explain the importance of Interpersonal skills for an entrepreneur.</p> <p>Ans:</p> <p>Interpersonal means dealing with relationships. It is required to work with other people. In our everyday life, we are always talking to people and working with them. Whether it is riding a bus or sharing lunch in class, we are constantly interacting with others. This is true for an entrepreneur as well. Entrepreneurs work with people from different walks of life. They might work with them because of their talent and hard work. In such a case, the kind of people who work in a team might be different. They might look different, talk different and believe in different things. In such a case, it becomes important for an entrepreneur, as well as, every individual of the team to respect each other and their differences. Therefore, if the entrepreneur wants one’s business venture to grow and do better, the person has to work with a number of people for which interpersonal skills are required.</p>	2

	Answer any 2 out of the given 4 questions in 20 – 30 words each (2 x 2 = 4 marks)	Marks
21.	<p>X purchased an expensive inverter split air conditioner on 1st May, 2019 and he didn’t purchase AMC at the time of purchase, but eventually he discussed and expressed his thought to his family members that he might purchase AMC now.</p> <p>Identify the type of product and explain it in brief.</p> <p>Ans:</p> <p>Regularly Unsought Product</p>	2
22.	<p>A simple jewellery store in the Chandni Chowk market of Delhi will set price of its ornaments based on cost of gold/silver and making charges (cost of labour for making a particular piece of jewellery). But a high-end jewellery store such as Kalyan Jewellers or</p>	2

	<p>Tanishq will price similar ornaments at a much higher price owing to its brand-value and reputation in the market</p> <p>Identify and explain the aspect of production highlighted in the above given case.</p> <p>Ans: Brand and quality of product</p>	
23.	<p>When Maggi noodles was launched in India it had segmented the based-on age and urban families targeting kids, youth and office goers positioning itself as fast to cook, 2-minute noodles, with the tagline of “taste bhi, Health bhi”.</p> <p>Positioning however was not an issue, as no instant noodle had been launched in India, Maggi was the first one. In the initial stages, Maggi had high failure rates, frequent product modifications (to adjust to Indian consumer), high marketing and product cost as they were trying to build product awareness.</p> <p>With a lot of ups and downs and high failure rates, Maggi survived this stage.</p> <p>Identify the stage of Maggie’s product life cycle and explain any two characteristics of the stage identified.</p> <p>Ans: The stage of Maggie’s PLC is Introductory Stage.</p>	2
24.	<p>Rakesh and his friends decided to take their families to the newly launched restaurant in their locality. He decided to check the menu online. While doing so he noticed that the price of a cup of coffee was relatively higher as compared to their regular restaurant. Rakesh informed his friends that the place is too expensive as compared to their regular restaurants.</p> <p>Identify and explain the demand-based method of pricing given in the above scenario.</p> <p>Ans: Perceived pricing</p>	2

	Answer any 2 out of the given 4 questions in 50– 80 words each (2 x 3 = 6 marks)	Marks
25.	<p>Classify the goods and services on the basis of durability and tangibility.</p> <p>Ans:</p> <ul style="list-style-type: none"> • Non-durable goods • Durable goods • Services 	3
26.	<p>Name and explain the various factors affecting pricing which are within the control of a firm up to a certain extent.</p> <p>Ans:</p>	3
27.	<p>Explain in detail any three product levels.</p> <p>Ans:</p>	3

	Core Benefit (Product), Generic Product, Branded Product, differentiated product, customized product, augmented product, Potential Product	
28.	<p>State the significance of pricing to customers.</p> <p>Ans:</p> <ol style="list-style-type: none"> 1. Helpful in decision-making 2. Helps in satisfaction of needs 3. Helps determine the purchasing power and standard of living of the consumer 4. Enhancement in social welfare 	3

	Answer any 1 question out of the given 3 questions of 4 marks each: (1 x 4 = 4)	Marks
29.	<p>“Packaging has been criticized as being expensive, giving no additional value and often deceptive.” How would you justify marketers use of packaging?</p> <p>Ans:</p> <p>Functions of packaging</p> <p>Protection, appeal, performance, cost effectiveness</p>	4
30.	<p>Explain the major pricing policies followed by business enterprises</p> <p>Ans:</p> <p>1. Competitive Pricing 2. Penetration Pricing 3. One Price versus Variable Pricing 4. Market Skimming Pricing 5. Discrimination or Dual Pricing 6. Premium Pricing 7. Leader Pricing 8. Psychological Pricing 9. Price Lining 10. Resale Price Maintenance 11. Everyday low pricing 12. Team pricing</p>	4
31.	<p>In India all the packaged foods sold are required to comply with the Food and Safety Regulations, 2011 issued by the Food Safety and Standards Authority of India functioning under Ministry of Health and Family Welfare whereby the products require more extensive descriptions of their nature and use along with safety warnings, if any.</p> <p>Identify the concept discussed above and explain its role</p> <p>Ans:</p> <p>The concept identified is Labelling.</p> <p>The role of labelling is as follows:</p> <ol style="list-style-type: none"> (i) Provides description of the product and specifies its content (ii) Identifies the product or brand (iii) Aids in product grading (iv) Facilitates in the promotion of products 	4

