



# INDIAN SCHOOL AL WADI AL KABIR

## DEPARTMENT OF COMMERCE

MID TERM EXAMINATION-2024-25

MARKETING & SALES (412)

CLASS: IX

MARKS: 50

DATE: 29/09/2024

TIME: 2 Hours

**General Instructions:**

1. Please read the instructions carefully.
2. This Question Paper consists of 20 questions in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. All questions of a particular section must be attempted in the correct order.

**5. SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**

- i. This section has 06 questions.
- ii. There is no negative marking.
- iii. Do as per the instructions given.
- iv. Marks allotted are mentioned against each question/part.

**6. SECTION B – SUBJECTIVE TYPE QUESTIONS (20 MARKS):**


- i. This section contains 14 questions.
- ii. A candidate has to do 10 questions.
- iii. Do as per the instructions given.
- iv. Marks allotted are mentioned against each question/part.

**SECTION A: OBJECTIVE TYPE QUESTIONS**

Q. 1.	Answer any 5 out of the given 6 questions on Employability Skills (1 x 5 = 5 marks)	Marks
i.	Which of the following method is used to send the information? a. Listening b. Speaking c. Reading d. All the above	1
ii.	Define Communication.	1
iii.	Eye contact, Body gestures, facial Expressions are the examples of _____ type of Communication a. Verbal Communication b. Non-Verbal Communication c. Visual Communication d. All the above	1

iv.	The word Communication is derived from _____ a. Latin b. French c. Spanish d. None of the above	1
v.	Match the Communication Barriers given in column I with examples given in column II	
	Column I	Column II
	1. Cultural	(i) Talking in Hindi when others know only Tamil.
	2. Emotional	(ii) In some cultures, wearing shoes and walking inside the kitchen is considered rude and disrespectful.
	3. Language	(iii) Parent is not talking to the child
	Choose the Correct option from the Following: a) 1-(i),2-(ii),3-(iii) b) 1-(ii),2-(i),3-(iii) c) 1-(iii),2-(i),3-(ii) d) 1-(ii),2-(iii),3-(i)	
v.	Which of these is a positive (good) facial expression? a. Staring hard b. Nodding while listening c. Wrinkled forehead d. Looking away from the speaker	1
vi.	Write down the 3Ps of Public Speaking?	1

Q. 2.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	_____ represents one of the elements of Communication a. Sender b. Listener c. Speaker d. Writer	1
ii.	The subject in a sentence is _____ a. Verb b. Adverb c. Noun d. All the above	1
iii.	What is Visual Communication?	1

iv.	A group discussion is an example of _____ a. Oral Communication b. Written Communication c. Visual Communication d. Non-Verbal Communication	1
v.	Identify the subject involved in the sentence “Danish is reading a book”	1
vi.	 is an example of _____ Communication. a. Oral Communication b. Written Communication c. Visual Communication d. Non-Verbal Communication	1

Q. 3.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	“If a person is hungry and ordered pizza to eat”. It is an example of _____ a. Needs b. Wants c. Demands d. None of the above	1
ii.	_____ is a transfer of goods and services between buyers and sellers. a. Exchange b. Needs and Wants c. Market offerings d. Customer value	1
iii.	Marketing is a _____ process. a. Social b. Managerial c. Both a and b d. None of the above	1
iv.	Which marketing philosophy believes that of "A good product will sell by itself"? a. Production concept b. Product concept c. Marketing concept d. Societal Marketing Concept	1

v.	Perishability is a characteristic of a _____ a. Goods b. Services c. Both a and b d. None of the above	1
vi.	When two or more business sells _____ items of goods or services they are called competitors and identifying competing business in their community. a. Similar b. Branded c. Complimentary d. Valuable	1

Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	What is a Need?	1
ii.	Which of this is an example of a service? a. Car b. Fridge c. Washing Machine d. Transportation	1
iii.	The Societal Marketing concept aim at – a. Customer satisfaction b. Maximization of profits c. Maximization of sales d. Customer satisfaction & social welfare	1
iv.	In marketing, the party involves the purchase of goods is called as _____ a. Producer b. Buyer c. Retailer d. Supplier	1
v.	In Virtual Marketing, the operational cost is _____ a. High b. Low c. Medium d. Constant	1
vi.	_____ is considered as a “Lifeblood of an organisation”. a. Sales b. Purchase c. Production d. R & D	1

Q. 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks								
i.	Who is considered as the Father of Modern Marketing?	1								
ii.	_____ refers to the tangible product.	1								
iii.	Which Marketing Concept considers that Customer is the king and Customer satisfaction is the main focus in Marketing?	1								
iv.	What are 4ps of Product marketing?	1								
v.	Which market is characterized by the absence of physical interaction between buyers and sellers?  a. Virtual market b. Service market c. Product market d. Demographic market	1								
vi.	<div>Choose the Correct Option:</div> <table><tr><th>Column-A</th><th>Column-B</th></tr><tr><td>1. People</td><td>A. The layout and design of a restaurant</td></tr><tr><td>2. Process</td><td>B. The training and appearance of customer service staff</td></tr><tr><td>3.Physical Evidence</td><td>C. The steps taken to deliver a banking service</td></tr></table> <div>a. 1-C,2-A,3-B, b. 1-B,2-A,3-C, c. 1-C,2-B,3-A, d. 1-B,2-C,3-A</div>	Column-A	Column-B	1. People	A. The layout and design of a restaurant	2. Process	B. The training and appearance of customer service staff	3.Physical Evidence	C. The steps taken to deliver a banking service	1
Column-A	Column-B									
1. People	A. The layout and design of a restaurant									
2. Process	B. The training and appearance of customer service staff									
3.Physical Evidence	C. The steps taken to deliver a banking service									

Q. 6.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)		Marks
i.	What do you mean by segmentation?		1
ii.	<p>Customer satisfaction is expressed as _____</p> <p>a. Customer satisfaction=Expectations-Experience, b. Customer Satisfaction=Customer Dissatisfaction-Experience, c. Customer Satisfaction=Experience-Expectations, d. None of the above</p>		1

iii.	<p>Assertion: Product concept does not remain profitable in the long run for marketers. Reason: Product concept focuses on improving quality of product and overlooks the needs and wants of customers.</p> <p>a. Assertion and Reason both are correct, and reason is correct explanation of assertion.</p> <p>b. Assertion and Reason both are correct, but reason is not the correct explanation of assertion.</p> <p>c. Assertion is correct, but reason is not correct.</p> <p>d. Assertion and Reason both are not correct.</p>	1
iv.	<p>The 3 additional Ps of Service marketing includes _____</p> <p>a. Product, Price, place</p> <p>b. Process, People, Physical evidence</p> <p>c. Product, People, process</p> <p>d. People, Product, price</p>	1
v.	<p>Chalk and Marker is an example of _____</p> <p>a. Indirect Competition</p> <p>b. Direct Competition</p> <p>c. Non-Competition</p> <p>d. All the above</p>	1
vi.	<p>Which of the following is not a benefit of competition?</p> <p>a. Creativity and innovation by companies</p> <p>b. Greater variety of competitive products</p> <p>c. No price dictatorship</p> <p>d. Lower prices and lesser choices for customers</p>	1

### **SECTION B: SUBJECTIVE TYPE QUESTIONS**

	<p>Answer any 5 out of the given 7 questions on Subject-specific skills (2 x 5 = 10 marks)</p> <p>Answer each question in 20 – 30 words.</p>	Marks
Q.7.	How does Exchange consider as an “Essence of Marketing”?	2
Q.8.	Differentiate between Needs and Wants?	2
Q.9.	“Sales is considered as the life blood of an organization”. Explain the need of Sales department	2
Q.10	What do you mean by Virtual Markets?	2
Q.11.	“Competition can be either direct or indirect”. Explain the types of competition.	2

Q.12	Write about various types of services?	2
Q.13	Differentiate between goods and Services?	2

	Answer any 5 out of the given 7 questions in 20 – 30 words each (5 x 2 = 10 marks)	Marks
Q14.	Define Marketing.	2
Q15.	A. Define utility. B. Write any one importance of Marketing	2
Q16.	“Super toys is a manufacturer of soft toys. They have adopted aggressive selling to sell the toys irrespective of determining what the kids wants. A) Identify the type of Marketing philosophy? B) Write any one feature of the philosophy Identified?	2
Q17.	“Marketing is different from selling”. Explain about the same by differentiating about the two.	2
Q18.	“Coca cola and Pepsi are competing for the market share by offering similar products in markets”.  A. Identify the type of competition existing between the two B. Give one more example of the competition identified above	2
Q19.	What do you understand by the term “physical Evidence”.	2
Q20.	Define Services?	2