



INDIAN SCHOOL AL WADI AL KABIR

DEPARTMENT OF COMMERCE

ASSESSMENT II -2024-25

MARKETING (812)

CLASS: XI

DATE: 26/11/2024

MARKS: 60

TIME: 3 HOURS

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of 24 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 (30 MARKS):

- i. This section contains 18 questions.
- ii. A candidate has to do 11 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 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	Marks
i.	Why do we send emails? a. To communicate information b. To share documents and files c. To talk to each other d. Both (a) and (b)	1
ii.	Prashant is a receptionist in a four-star hotel. He makes sure his clothes are always clean with no sweat or food stains a. Personal hygiene b. Self Confidence c. Value d. Abilities	1
iii.	Ravi is not good at Mathematics. This is an example of his a. Weakness b. Strength c. Interest d. Abilities	1
iv.	You can change the magnification of the page (i.e., make it bigger or smaller) using _____ option.	1

	<ul style="list-style-type: none"> a. Page indicator b. Proofing level c. Zoom bar d. Help 	
v.	<p>Amar is a painting contractor. Identify the type of business Amar is involved in.</p> <ul style="list-style-type: none"> a. Manufacturing b. Service c. Trading d. Business 	1
vi.	<p>The value of an entrepreneur wherein he considers the view point of customers before implementing is called as _____</p> <ul style="list-style-type: none"> a. Confidence b. Open-Mindedness c. Confidence d. All the above 	1

Q. 2.	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	Marks
i.	<p>Tom and Sarah were looking for a perfect birthday cake for their mother. Mrs. Thompson, the bakery owner, listened intently and baked a cake accordingly. On their mother's birthday, Mrs. Thompson delivered the cake to the venue. Tom and Sarah were amazed that the taste had exceeded their expectation.</p> <p>Which concept of marketing is addressed in the case above?</p>	1
ii.	<p>At Adventure Island, visitors embark on an unforgettable journey, where hiking trails lead to breathtaking views and zip lines offer an adrenaline rush. The cozy cafe offers hot drinks after a thrilling day, and evening bonfires create the perfect setting for stories and music.</p> <p>The above is an example of _____</p> <ul style="list-style-type: none"> a. Product b. Services c. Experience d. People 	1
iii.	<p>Luci owns Blue Tea Cafe, where he makes special blue tea using an exotic butterfly pea flower imported from Southeast Asia. Her cafe was becoming popular because of this unique drink.</p> <p>But when the government raised taxes on importing the butterfly pea flower, the cost of making the tea went up. This meant Luci had to charge more for each cup of tea, and some customers couldn't afford it anymore. As a result, Luci started losing customers because of the higher taxes.</p> <p>The above is an example of which macro environment?</p> <ul style="list-style-type: none"> a. Economic Forces b. Demographic Forces c. Political force d. Socio-cultural forces 	1

iv.	<p>Even though St. Andrew's College is an educational institution, it is expected to provide the right course (product), charge the right fee (price), promote the institution and the courses, and provide the course at the right place.</p> <p>Identify the characteristic of marketing mix highlighted above.</p> <ol style="list-style-type: none"> Helps to achieve organizational goals Applicable to business and non-business organization Changes taking place within the firm also necessitate changes in marketing mix Changes in external environment facilitate alterations in the mix 	1
v.	<p>A new phone called "iQoo" has been recently launched. It has many high tech features, but some customers might not understand them all. Instead, they buy it because it takes great photos or has a cool design. So, not all products are bought based on just how they look or feel, but also on what they do and what others say about them. This means that factors like how products are shown, past experiences, and what friends think can also influence what we buy.</p> <p>Identify the bases of Positioning highlighted above.</p>	1
vi.	<p>According to the Consumer Oriented Model of Marketing Mix</p> <p>Price is replaced with _____</p> <ol style="list-style-type: none"> Cost Money Benefit Amount 	1
vii.	<p>in north India, people prefer wheat chapati as staple food whereas in the south, people prefer rice.</p> <p>Identify the factor affecting the consumer behaviour</p> <ol style="list-style-type: none"> Cultural forces Social forces Psychological forces Personality forces 	1


Q. 3.	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	Marks
i.	 <p>The image given above is an example of _____</p>	1

	a. Property b. Service c. Events d. People	
ii.	<p>A company's marketing decisions may be questioned by consumer organizations, environmental groups, minority groups and others. Its public relations department can help it stay in touch with consumer and citizen groups.</p> a. Citizen-action publics b. Media Public c. Government Publics d. Financial Publics	1
iii.	<p>Walmart's positioning "Save money. Live better." As compared to its opponent Amazon's positioning "one-stop-shop for online shopping"</p> <p>The above is an example of a brand based on _____ positioning.</p> a. Attribute b. Price/ quality c. Competitor d. First mover	1
iv.	<p>Famous youtubers Logan Paul and KSI launched a sports drink Prime. They selected only one or two branches of Aldi chain of stores to sell its exclusive drinks. By partnering with Aldi, Prime created a hype for itself. Many customers flocked to Aldi stores to get their own bottle of Prime.</p> <p>Identify the distribution strategy mentioned above.</p> a. Exclusive distribution b. Intensive distribution c. Selective distribution d. Multiple distribution	1
v.	<p>Sunfeast cookies, healthy biscuits, light and cream biscuits are example of _____</p> a. Services b. Product c. Product Line d. None of the above	1
vi.	<p>Toshiba focused only on laptop computer</p> <p>The above is an example of a brand based on _____ positioning.</p> a. Product class b. Product user c. Distribution d. Exclusivity	1

vii.	Nami buys a blazer for Sanji. Identify the buyer and the user from the given statement	1
Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>Coffee Prince, a popular café hires the right people and trains them well to ensure they represent the business positively and meet customers' expectations.</p> <p>The baristas are trained to greet the customers with a warm smile, take orders quickly, and ensure that drinks are prepared to meet the customer's expectations.</p> <p>The baristas and servers are instructed to even remember the names of the regular customers and their usual orders. This makes their customers feel valued and appreciated, so they decide to visit regularly.</p> <p>Identify and explain the important element of Service Marketing Mix highlighted in the case above</p> <ol style="list-style-type: none"> People Process Physical evidence Process 	1
ii.	<p>Segmenting by income is very popular, especially for cars, luggage, vacations and fashion goods. There may be people belonging to lower class, middle class and high net worth individuals.</p> <p>The above is an example of _____ bases of segmentation</p> <ol style="list-style-type: none"> Geographic segmentation Socioeconomic segmentation Psychographic segmentation Demographic segmentation 	1
iii.	<p>After moving to a new city for work, Haeri felt lonely and disconnected. She missed her family and old friends, so she decided to join a local book club. At first, she was nervous, unsure if she'd fit in. But week by week, as they discussed stories, laughed over shared jokes, and swapped life advice, Haeri found herself looking forward to each meeting. The club became more than a gathering—it felt like home. Through shared interests and friendship, Haeri finally felt she belonged.</p> <p>According to Maslow's Hierarchy of Needs, which element has been highlighted above?</p> <ol style="list-style-type: none"> Safety needs Physiological needs Esteem needs Belonging needs 	1
iv.	<p>Usage status, brand loyalty levels, benefits sought, frequency of purchasing, willingness to buy, and season influence _____</p> <ol style="list-style-type: none"> Socio-Economical Segmentation Psychographic segmentation Demographic Segmentation Behavioural Segmentation 	1

v.	<p>Mika suggests buying a new video game to her group of friends. She mentions how fun the game looks and shares a trailer she saw online. Her excitement makes her friends interested and they consider buying the game too.</p> <p>Identify Mika's buying role.</p> <ol style="list-style-type: none"> Initiator Influencer Gatekeeper Decider 	1
vi.	<p>Charlotte is a regular holiday customer at Blue Moon Restaurant. She always makes it a point to celebrate all important milestones here along with her entire family. Whenever, there is a discussion about restaurants and food, Charlotte never fails to mention Blue Moon Restaurant and the top level services that they offer.</p> <p>She particularly emphasizes on the affordability, delicious hot piping food. She strongly recommends this place to everyone around her.</p> <p>Which element of promotion mix can be identified from the above given scenario?</p> <ol style="list-style-type: none"> Word of Mouth Advertising Public relations Social media marketing 	1

Q. 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>If one wants soap, there are n numbers of brands available. For example Lux, Pears, Rexona, Dove are range of soaps offered by HUL.</p> <p>Using the above given example as a reference choose the importance of marketing to the customers from the following options:</p> <ol style="list-style-type: none"> Marketing creates Utilities Large number of choices available More platforms available Marketing Builds Company Reputation 	1
ii.	<p>The most direct form of competition occurs amongst marketers of similar products. For example, competitors in electronic home appliances are LG, Samsung or Philips etc.</p> <p>Identify the type of competition discussed above.</p> <ol style="list-style-type: none"> Competition from similar products Competition from substitute products Competition among all firms Internal competition 	1
iii.	<p>Kyouko and Miyamura often seeks advice from their friend Yuki. When Kyouko wants to buy a new skincare product, she asks Yuki, who knows a lot about skincare. Yuki recommends a brand she likes, and because she's trusted, Kyouko decides to buy it too. From the above case identify the type of social factor affecting Kyouko's decision.</p> <ol style="list-style-type: none"> Reference groups Lifestyles Beliefs and attitudes Family 	1

iv.	<div></div> <p>This is an example of _____ pricing strategy as per the service marketing mix</p> <div><div>a. Value pricing</div><div>b. Promotional pricing</div><div>c. Differential pricing</div><div>d. Bundling</div></div>	1								
v.	<p>Viva promises consumers the lowest available price without coupon clipping, waiting for discount promotions, or comparison shopping.</p> <p>Identify the type of pricing undertaken by Viva.</p> <div><div>a. Everyday Low Pricing</div><div>b. Promotional pricing</div><div>c. Differential pricing</div><div>d. Bundling</div></div>	1								
vi.	<p>Choose the Correct Option:</p> <table><tr><th>Column-A</th><th>Column-B</th></tr><tr><td>1.Mass Marketing strategy</td><td>A. Undifferentiated Marketing Strategy</td></tr><tr><td>2. Sub-Segment strategy</td><td>B. Differentiated Marketing Strategy</td></tr><tr><td>3.Multi-segment strategy</td><td>C. Micro-Marketing Strategy</td></tr></table> <div><div>a. 1-C,2-A,3-B,</div><div>b. 1-B,2-A,3-C,</div><div>c. 1-C,2-B,3-A,</div><div>d. 1-A,2-C,3-B</div></div>	Column-A	Column-B	1.Mass Marketing strategy	A. Undifferentiated Marketing Strategy	2. Sub-Segment strategy	B. Differentiated Marketing Strategy	3.Multi-segment strategy	C. Micro-Marketing Strategy	1
Column-A	Column-B									
1.Mass Marketing strategy	A. Undifferentiated Marketing Strategy									
2. Sub-Segment strategy	B. Differentiated Marketing Strategy									
3.Multi-segment strategy	C. Micro-Marketing Strategy									

Q. 6.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>Asha is a wholesaler who deals in stationary items. Roshan and Walter are her regular customers. While Roshan buys the goods for his own personal use, Walter purchase goods from Asha to sell in his shop to other customers.</p> <p>Which consumer market do Roshan and Walter belong to?</p> <ol style="list-style-type: none"> Consumer market Reseller market Industrial market Both (a) and (b) 	1
ii.	<p>Marketers builds company's reputation by creating _____ of company in general public's eyes.</p> <ol style="list-style-type: none"> Sales Image Logo None of above 	1
iii.	<p>Crane's stationery, "for the writer somewhere in each of us."</p> <p>The above is an example of a brand based on _____ positioning.</p> <ol style="list-style-type: none"> Product class Product user Distribution Exclusivity 	1
iv.	<p>Fila produces shoes for golfers, tennis players, basketball players, for cricketers, and thus serves many segments relating to sports shoes.</p> <p>Which type of targeting is adopted by Fila?</p> <ol style="list-style-type: none"> Large Segmentation strategy Multi segmentation strategy Adjacent segmentation Strategy Mass Segmentation Strategy 	1
v.	Why should a company study consumer behaviour?	1
vi.	<p>A product might be really good but if the consumer feels it is useless, he would never buy it. The statement above indicates a variable of a psychological factor affecting consumer behaviour. Identify the same.</p> <ol style="list-style-type: none"> Beliefs and attitudes Family Lifestyles All of the above 	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

	<p>Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)</p> <p>Answer each question in 20 – 30 words.</p>	Marks
Q.7.	How to open an existing a document in LibreOffice Writer?	2
Q.8.	<p>Explain in detail the following factors Affecting Perspectives in Communication</p> <ol style="list-style-type: none"> Language feelings 	2

Q.9.	Adopting this style of communication results in effective communication. You are able to understand others much better and they too can understand you. Identify and explain the communication style	2
Q.10	Mention the first two steps of networking.	2
Q.11.	<p>Read Poonam's story and identify which actions made her better than others?</p> <p>Poonam makes handmade purses for women in Odisha. She takes the help of local women who know embroidery to make the purses. Poonam used to sell these in Kolkata. She however, could not sell many pieces and also had to spend a lot of time and money on travelling to Kolkata.</p> <p>Poonam then tried to sell this by going door-to-door but only few more people bought her products. In fact, people were rude and did not talk to her respectfully. However, she did not give up hope and continued to go to more people to sell the purses. She even added new styles and designs to the purses and began making them in different sizes and colours.</p> <p>Then someone told her about a shopping website through which she could sell her products without going to big cities. She immediately registered her company and started getting orders. Earlier she could sell maximum 50 purses in a month, but now she sells more than 500 purses every month.</p>	2

	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	Marks
Q.12.	<p>Explain the following core concepts of marketing:</p> <ol style="list-style-type: none"> Products Services 	2
Q.13.	<p>Gigi's Skincare is a cosmetic company that offers vegan skincare products. They cater to people who avoid animal products, providing items like plant-based moisturizers and cruelty-free serums. This specialized focus helps them build strong customer loyalty among vegan consumers. They are not in competition with giant companies like L'Oréal and Maybelline.</p> <p>Identify and explain in 2-3 lines the type of targeting strategy adopted by Gigi's Skincare?</p>	2
Q.14.	<p>Identify the pricing strategy adopting by the following products:</p> <ol style="list-style-type: none"> Samsung uses this strategy with its new Galaxy phones. When a new model is launched, it's very expensive, so only those who really want it will buy it. Later, Samsung drops the price so more people can afford it, allowing them to reach a wider audience over time. When LG launched its smart home appliances in a highly competitive market, it initially priced them lower than similar products from other brands. This helped LG attract budget-conscious customers quickly, establish a market presence, and gain a loyal customer base. Once it achieved a solid foothold, LG gradually raised prices as demand grew. 	2
Q.15.	What is an evoked set? Give a suitable example.	2

Q.16.	Explain the role of family in the consumer buying process.	2
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	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	Marks
Q.17.	Identify the segmentation Variables of the Following: A) Milk B) Rolls Royce C) Shoes	3
Q.18.	A company must be clear with its marketing objectives and these objectives must fit in with the overall business objectives for formulation of proper business strategy In the light of the above statement, explain in detail any three objectives of marketing.	3
Q.19.	“A product is an item that is built or produced to satisfy the needs of a certain group of people.” Keeping in mind the above statement, provide a classification of products.	3

	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	Marks
Q.20.	From the above given question, identify and explain in detail the philosophy followed a. Imagine a company, "Safe Home," which sells fire extinguishers—products that most people don't actively seek out. To increase sales, Safe Home adopts an approach with aggressive marketing. Their sales team goes door-to-door, runs social media ads, and highlights alarming statistics about home fires to create a sense of urgency. They even offer discounts for immediate purchases, persuading customers to buy on the spot. b. Huawei believes in the philosophy of “low price and Mass production”.	4
Q.21.	“If a company is able to adapt to its environment, it would succeed in the long-run. But if it fails to become accustomed to its environment, it might fail in the long run.” In light of the above statement, explain any four points of importance related to environmental scanning.	4
Q.22.	No market is totally homogeneous and to create meaningful segments, marketers must understand different purchase combinations that satisfy the need. In the light of the above statement, explain any four point stating the importance of market segmentation.	4
Q.23.	Using the four elements given below, create a marketing mix for a service of your choice a. Product b. Price c. Process d. Physical evidence	4
Q.24.	After conducting a thorough information search for a particular good or service, explain the three immediate steps to be taken by a consumer in the decision process.	4