



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

**UNIT TEST I -2025-26**

**MARKETING (812)**

**CLASS: XI**

**DATE: /05/2025**


**MARKS: 30**

**TIME: 1 HOUR**

*General Instructions:*

1. Please read the instructions carefully.
2. This Question Paper consists of 16 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.

**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.	By which action can a sender send his or her messages? a. Listening b. <b>Speaking</b> c. Sleeping d. None of the above	1
ii.	Hugging a person in a foreign country where such an act is rude and disrespectful.  The above is an example of _____ barrier affecting communication.  a. Language b. Feelings c. <b>Culture</b> d. Prejudice	1
iii.	  Identify the type of communication in the above given image. a. Verbal b. Written c. Non verbal d. <b>Visual</b>	1
iv.	A good friend of yours is very upset as her best friend has had a terrible accident. You are tired from the day's work. The phone rings and the caller I.D. shows that it's her. What should you do? (a)	1

	a. Ignore the call because you are tired b. Answer the call and talk to her for as long as she wants to c. Tell her that you are too tired and she should call someone else <b>d. Listen to her for some time and then tell her that you will talk again tomorrow</b>	
v.	Give an example of written communication Ans: letters, notes, SMS, emails	1
vi.	The process of communication starts with a _____ <b>a. Sender</b> b. Receiver c. Medium d. Decoding	1

Q. 2.	Answer any 10 out of the given 12 questions (10 x 1 = 10 marks)	Marks
i.	Customer value can be shown as an equation as below: <b>a. Customer Value = Total Customer Benefits – Total Customer Costs</b> b. Customer Value = Customer benefits – Customer sales c. Customer value = Customer expectations – Actual performance d. Customer value = Product - Cost	1
ii.	Marketing is a core business discipline it covers _____. a. Advertising b. Promotions c. Public relations <b>d. All the above</b>	1
iii.	It is a process of scrutinizing and weighing up changes and trends in marketing environment by the firm. a. Marketing b. Selling <b>c. Environmental scanning</b> d. External force	1
iv.	I am a deed, processes and performances coproduced/provided by one person for another person. Who am I? a. Product <b>b. Services</b> c. Needs d. Wants	1
v.	_____ are products and services designed to deliver value to customers—either to fulfill their needs, satisfy their “wants,” or both. It to a complete offer for a product or service. a. Customer satisfaction b. Exchange process <b>c. Market offering</b> d. Experience	1
vi.	Factors creating instability make the business environment volatile and it is called a _____.	1

	a. Volatile environment <b>b. dynamic environment</b> c. complex environment d. stable environment	
vii.	<p>The exchange process between the firm and its customers depends upon business decisions taken by the firm, and these decisions again, are affected by the marketing environment.</p> <p>State whether the statement given above is True or False.</p> <p>Ans: False</p>	1
viii.	<p>After years of hard work, Meera is promoted to team leader at her company. She feels proud, respected by her peers, and confident in her abilities. This recognition and sense of achievement fulfilled her _____ needs.</p> <p>a. Physiological needs  <b>b. self-esteem needs</b>  c. belonging needs  d. self-actualization</p>	1
ix.	<p>At Sunny Creek Park, weekends come alive with energy and laughter. Children dash through splash pads and bounce on inflatable castles, while teens challenge each other on the skate ramp. The aroma of buttery popcorn and sizzling burgers wafts from nearby stalls, drawing people in for tasty treats. Families gather for picnics under shady trees, and a local band plays cheerful tunes at the open-air stage. For those seeking adventure, paddle boats glide across the calm lake, and nature trails invite peaceful walks. With its mix of thrill and tranquility, Sunny Creek Park offers a joyful escape for visitors of all ages.</p> <p>The above is an example of _____</p> <p>a. Product  b. Services  <b>c. Experience</b>  d. People</p>	1
x.	<p>Uniqlo, a prominent clothing brand from Japan, focuses on producing affordable clothes through large-scale manufacturing and cost-efficient operations. By leveraging online sales channels and minimizing marketing costs, Uniqlo keeps its product prices low while maintaining wide availability. This approach has enabled the brand to expand rapidly and capture significant market share in price-sensitive regions such as India, Indonesia, Nigeria, Mexico, and Vietnam, making it a popular choice for consumers seeking value-for-money.</p> <p>The above is an example of _____ marketing philosophy</p> <p><b>a. Production concept</b>  b. Product concept  c. Selling concept  d. Marketing concept</p>	1

xi.	<p>Social marketing comprises of creating awareness on few ideas like Family Planning, AIDS awareness, discouraging-smoking, child labour, domestic violence, wearing of helmet while driving, blood and eye donation etc.</p> <p>All of the above are examples of _____</p> <p><b>a. Ideas</b>  b. Information  c. Event  d. Property</p>	1
xii.	<p>A snack manufacturing company, Crunch Bite Foods, conducts an environmental analysis and creates profile. This profile identifies rising health consciousness as an opportunity to launch baked and low-fat snacks, while increasing raw material costs and government regulations on junk food ads are seen as threats. This helps the management plan product innovation and cost control strategies accordingly.</p> <p>Which profile was created by Crunch Bite Foods?</p> <p>Ans: Environmental Threat and Opportunities Profile (ETOP)</p>	1

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

	<p>Answer any 1 out of the given 2 questions on Employability Skills (1 x 2 = 2 marks) Answer each question in 20 – 30 words.</p>	Marks
Q.3.	<p>Effective communication can happen if we follow the basic principles of professional communication skills. Explain any 2Cs of communication  MS: 1 mark each (1 + 1 = 2)</p>	2
Q.4.	<p>Non-verbal communication makes our message stronger. Explain any two types of non verbal communication.  MS: 1 mark each (1 + 1 = 2)</p>	2
Q.5.	<p>Kira's colleague, Nina, is assigned a project task. Instead of completing it on time, Nina deliberately procrastinates, claiming she was too busy. When Kira asks her about it, Nina denies any delay and subtly blames others for not providing the right information.</p> <p>Nina's behavior leaves Kira frustrated, as Nina avoids taking responsibility for her actions. Meanwhile, Nina talks behind Kira's back to other colleagues, badmouthing her for being too demanding, but never addressing the issue directly. This causes resentment and bad feelings among the team without resolving the underlying conflict.</p> <p>Identify and explain the communication style adopted by Nina.  MS: 1 mark identify and 1 mark explain  Ans:  Passive Aggressive.</p>	2

	Answer any 2 out of the given 4 questions in 20 – 30 words each (2 x 2 = 4 marks)	Marks
Q.6.	Define marketing according to Philip Kotler. Ans: "marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others."	2
Q.7.	Explain the two types of forces in a business environment. MS: 1 mark each (1 + 1 = 2) Ans: <ul style="list-style-type: none"> <li>• Internal environment</li> <li>• External environment</li> </ul>	2
Q.8.	<p>From the picture given above identify and explain the scope of marketing. MS: 1 mark identify and 1 mark explain (1 + 1 = 2) Ans: People Marketing can help people to market themselves. Politicians are the most suitable and common example of people marketing. Politicians market themselves to the customers (voters) by promising them certain bundle of benefits. Cricketers, film stars, authors, painters, musicians and sportsperson market themselves. Some of the well-known personalities are Amitabh Bachchan, Sachin Tendulkar, Salman Khan etc. These people are not only successful in marketing themselves but also they lent their names to products like perfumes.</p>	2
Q.9.	<p>Maya bought a new pair of running shoes, excited by the promise of superior comfort and durability. After using them for a week, she finds them perfectly comfortable and is satisfied with the purchase.</p> <p>Identify and explain the core concept of marketing specified above. MS: 1 mark identify and 1 mark explain Ans: Customer Satisfaction Customer satisfaction is the measure of success of an organization. A Customer is said to be satisfied if their expectations match with the actual performance of the product. Customer satisfaction is the match between customer expectations of the product and the product's</p>	2

	actual performance. Customer satisfaction differs from one person to another; it's an experience which is different for different individuals. A proper evaluation of a product or service can only be done by experiencing it. So, customer satisfaction is a post purchase phenomenon. Satisfaction can only be measured by comparing pre-purchase expectation and post-purchase experience. The equation used to determine the level of a customer's satisfaction is: Customer Satisfaction = Experience – Expectation	
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	Answer any 2 out of the given 4 questions in 30– 50 words each (2 x 3 = 6 marks)	Marks
Q.10.	<p>A company must be clear with its marketing objectives and it these objectives must fit in with the overall business objectives for formulation of proper business strategy.</p> <p>With regards to the statement above, explain any three objectives of marketing.</p> <p>MS: ½ mark title point and ½ mark explanation (1 + 1 + 1 = 3)</p> <p>Ans: (any 3)</p> <ul style="list-style-type: none"> <li>• Creation of Demand</li> <li>• Customer Satisfaction</li> <li>• Market Share</li> <li>• Generation of Profits</li> <li>• Public Image</li> </ul>	3
Q.11.	<p>Differentiate between Marketing and Selling.</p> <p>MS: 1 mark for each point of differentiation (1 + 1 + 1 = 3)</p> <p>Ans:</p>	3

	Point of Difference	Marketing Concept	Selling Concept	
	1. Definition	Marketing is the process of creating value for customer and delivering goods and services for earning profit.	Selling is the process of encouraging customers for increasing sales.	
	2. Objective	The objective of this concept is to satisfy customer through goods and services.	The objective of selling concept is to increase sales of goods and services.	
	3. Scope	The scope of marketing concept is wider.	The scope of selling concept is narrow.	
	4. Emphasis	This concept emphasis on customer needs.	This concept emphasis on products or services.	
	5. Profit	This concept earns profit through customer satisfaction	This concept earns profit through attractive sales and promotion.	
	6. Start	This concept starts with actual and potential customers	This concept starts with existing product.	
	7. Market segmentation	This concept thinks about market segmentation deeply.	This concept never think about market concept.	
	8. Marketing mix	This concept gives equal importance on marketing mix.	This concept gives importance on promotion.	
	9. Effectiveness	This concept is applicable in pure competition market.	This concept is useless in pure competition market	
	10. Price	Consumers determine price.	Cost determines price.	
	11. View on business	It views business as a customer satisfying process.	It views business as a good producing process.	
Q.12.	<p>Before production and launching the product in the market the management has to make good market research to explore various aspects. Explain any three such aspects.</p> <p>MS: ½ mark title point and ½ mark explanation (1 + 1 + 1 = 3)            Ans: (Any 3)</p> <ul style="list-style-type: none"> <li>• Nature of target customers</li> <li>• The market trends</li> <li>• Economic, social and political trends</li> <li>• Technology trends</li> <li>• Competition in the market</li> </ul>			3
Q. 13.	<p>Explain the following core concepts of marketing with an example each.</p> <p>a. Demands b. Wants</p> <p>MS: 1 mark explain and ½ mark example (1.5 + 1.5 = 3)            Ans:</p> <ul style="list-style-type: none"> <li>• Demands</li> </ul> <p>Wants backed by willingness and purchasing power is known as demand. The top marketing companies like HUL, Idea and Airtel etc. first understand needs and wants of customers and then fulfil the needs, wants and demands by conducting consumer research and get</p>			3

	<p>regular feedback from their salesmen in the market about unfulfilled customer needs. For example : Big Bazaar a retail store of Future group, shop floor managers regularly mingle with customers on the shop floor and try to satisfy every customer.</p> <ul style="list-style-type: none"> <li>• Wants</li> </ul> <p>Wants are the form taken by human needs as they are shaped by culture and individual personality. These are essentially dependent upon needs. For example, a person in North India would satisfy his hunger with rajma and chawal while a person from South India would like to have fish curry and rice.</p>	
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	Answer any 1 out of the given 3 questions in 50– 80 words each (1 x 4 = 4 marks)	Marks
Q.14.	<p>Happy Tummy, a probiotic drink entered the Indian market, most consumers are unfamiliar with probiotics and don't feel any specific need for such a product. In this situation Happy Tummy might end up making a loss.</p> <p>Suppose, you are the marketing manager of Happy Tummy, suggest Any two marketing philosophies which can be adopted by Happy Tummy. Give detailed reasons for your answer</p> <p>MS: 2 marks suggestions, 2 marks for reason and detailed explanation</p> <p>Ans: (any 2)</p> <ul style="list-style-type: none"> <li>• Production concept</li> <li>• Marketing concept</li> <li>• Selling concept</li> <li>• Societal concept</li> </ul>	4
Q.15.	<p>Currently marketing is a core business discipline since it contributes greatly to the success of the organization.</p> <p>In light of the above statement, explain the importance of marketing to marketers and society.</p> <p>MS: ½ mark title point and ½ mark explanation (1 + 1 + 1 + 1 = 4) Importance to marketers – 2 marks Importance to society – 2 marks</p> <p>Ans:</p> <p>Importance to marketers (any 2)</p> <ul style="list-style-type: none"> <li>• Marketing Promotes Product Awareness to the Public</li> <li>• Marketing Helps In Enhancing Product Sales</li> <li>• Marketing Builds Company Reputation</li> </ul> <p>Importance to society</p>	4



	<ul style="list-style-type: none"> <li>• Source of Employment</li> <li>• Welfare of Customers and Stakeholders</li> </ul>	
Q.16.	<p>The business environment is multifaceted, complex, and dynamic in nature and has a far-reaching impact on the survival and growth of the business.</p> <p>Keeping in view the above statement, explain any four points of importance of environmental scanning.</p> <p>MS: ½ mark title point and ½ mark explanation (1 + 1 + 1 + 1 = 4)</p> <p>Ans: (Any 4 points)</p> <ul style="list-style-type: none"> <li>• Determining Opportunities</li> <li>• Identification of Threats</li> <li>• Sensitization of Management to Cope with Rapid Changes</li> <li>• Formulation of Strategies and Policies</li> <li>• Image Building</li> <li>• Continuous Learning</li> <li>• Giving Direction for Growth</li> <li>• Identifying Firm's Strength and Weakness</li> <li>• Basis of strategy</li> <li>• Intellectual stimulation</li> </ul>	4