



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

**ASSESSMENT I -2022-23**

**Class: XI**

**ANSWER KEY**

**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	<p>Select the Assertive Communication method from the choices</p> <p>In class _____</p> <p>Ans:</p> <p>D. I raise my hand when I know the answer and give others the opportunity to do the same.</p>	1
2	<p>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.</p> <p>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."</p> <p>Identify the communication style adopted by Mabel.</p>	1

	<b>Ans: Aggressive Communication</b>	
3	<p>Identify the following Kind of sentence:</p> <p>Turn left at the bridge</p> <p>A. Declarative sentences B. Interrogative sentences C. Imperative sentences D. Exclamatory sentences</p> <p><b>Ans: C. Imperative sentences</b></p>	1
4	<p>_____ is the act of using photographs, videos, art, drawings, sketches, charts and graphs to convey information.</p> <p>A. Verbal communication B. Non-verbal communication C. Visual communication D. Written communication</p> <p><b>Ans: C. Visual communication</b></p>	1
5	<p>Non-verbal communication is culture bound. State whether the above statement is True or False</p> <p><b>Ans: True</b></p>	1
6	<p>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.</p> <p>A. Two B. Three C. One D. Five E. Four</p> <p><b>Ans: B. Three</b></p>	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



**Ans: Non-verbal Communication**

For reasons answer may vary

8.	What is Communication? <b>Ans: Communication is the act of conveying messages/ information from one entity or group to another through the use of mutually understood signs, symbols</b>	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  <div style="border: 1px solid black; padding: 5px; background-color: #f0f0f0;"> <p>To: Bryan Thomas From: Alex King Subject: Presentation Dear Mr. Thompson:  Can you send me the presentation from last week? I really enjoyed it!  Sincerely,  Alex</p> </div> <p>Ans: Students answer may vary</p>	2
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	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.  The above is an example of:  A. Identifying Opportunities B. Identifying Threats C. Identifying Strengths	1

	<p>D. Identifying Weakness</p> <p>Ans: B. Identifying Threats</p>	
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> <p>Ans: B. Producer</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. Demand C. Needs D. Customer Value</p> <p>Ans: C. Needs</p>	1
15	<p>Production concept lays emphasis on _____ and _____ of products.</p> <p>A. Premium quality and affordability B. Product development and improvement C. Affordability and availability D. Customer satisfaction and price</p> <p>Ans: C. Affordability and availability</p>	1
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> <p><b>Ans: True</b></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

	Ans: A. Societal Marketing	
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> <p>Ans: A. Dynamic</p>	1
19	<p>Kotler and Armstrong have described _____ types of publics</p> <p>A. 5 B. 8 C. 7 D. 4</p> <p>Ans: C. 7</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> <p><b>Ans: Political and Legal forces</b></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> <p>Ans: A. social benefit minus 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> <p>Ans: C. firm</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</p>	1

	<p>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> <p>Ans: A. get the product or service recognition in the market.</p>	
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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	<p>Define Marketing according to Philip Kotler</p> <p>Ans</p> <p>According to Philip Kotler, ‘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.’</p>	2
25	<p>Why do firms need to understand the marketing environment?</p> <p>Ans:</p> <p>Firms need to understand the marketing environment so that they can make the most of positive factors and manage the impact of negative factors. Since a successful relationship with customers and stakeholders results into growth of business, now a days almost all the firms engaged in production and marketing, tend to identify, monitor and analyse these forces before taking decisions for the firm</p>	2
26	<p>‘Customer is the king’, which philosophy follows this ideology?</p> <p>Ans:</p> <p>The Marketing philosophy follows the ideology ‘Customer is the King’ because Marketing as a concept focuses on customers’ needs and wants rather than the product. Marketing starts before the production and product is produced according to the needs and wants of the customers. Customer satisfaction is given vital importance and changes are made if customer is not satisfied. This is a customer centric approach rather than product centric one.</p>	2
27	<p>Enlist any two external forces making an influence on a business</p> <p>Ans: (any 2)</p>	2

	<ul style="list-style-type: none"> <li>i. Fast technological changes as in the mobile industry or computer industry introduction of new models and software and Apps</li> <li>ii. Uncertainty in political scenario, e.g., changing governments, change of finance minister or minister of concerned industries etc.</li> <li>iii. Changes in government's economic policies, e.g., licensing policy, taxation policy, inter-state or foreign trade policy.</li> <li>iv. Social changes, e.g., demand for reservation in jobs for minorities and women.</li> <li>v. Changes in fashion and tastes of consumers, e.g., preference for organic products or demand for Khadi clothes in place of synthetic clothes by the customers etc.</li> <li>vi. Industrial conflicts caused by labour unrest- labour demanding higher wages and bonus and better working conditions, etc.</li> <li>vii. Globalization and Liberalization resulting in increased competition in the market with the entry of multinational corporations or start-ups</li> </ul>	
28	<p>Why does the management develop an ETOP?</p> <p>Ans:</p> <p>Because it gauges the impact of various environmental forces on the firm</p>	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> <p>Ans: <b>Competition from substitute products</b></p> <p><b>Explanation may vary</b></p>	2
30	<p>What does Product concept place emphasis on?</p> <p>Ans: It emphasizes on innovation to produce better quality products</p>	2

	Answer any 5 out of the given 7 questions in 50– 80 words each (5 x 3 = 15 marks)	Marks
31	<p>Marketing is not merely limited to selling of products and services. Elaborate</p> <p>Ans:</p> <p>Marketing as a concept is wider than selling and focuses on customers' needs and wants rather than the product. The marketing concept proposes that the success of the firm depends on how well it understands the needs and wants of the customers and how</p>	3

	<p>successfully it converts these needs in to products and services that will satisfy the customer’s requirements. Marketing starts before the production and product is produced according to the needs and wants of the customers. Customer satisfaction is given vital importance and changes are made if customer is not satisfied. It is a long chain of activity, which comprises production, packing, promotion, pricing, distribution and then the selling.</p> <p>Profits are not ignored but they are earned on a long run basis through the following pillars:</p> <ul style="list-style-type: none"> <li>• Identification of target customers of target market</li> <li>• Understanding of needs and wants of customers</li> <li>• Developing products or services as per the needs and wants of customers</li> <li>• Satisfaction of needs of customers</li> </ul>	
32	<p>‘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.</p> <p>Ans:</p> <p>It consists of institutions and basic values and beliefs of a group of people. The socio-cultural environment of a country determines the value system of the society which in turn affects the marketing of products. Sociological factors such as caste structure, mobility of labour, customs, cultural heritage, view towards scientific methods etc. might have a far-reaching impact on business. For e.g., the nature of goods and services in demand depends upon people's attitudes, customs, etc. In India, the attitudes of people have changed with respect to food and clothing. As a result of industrialisation, employment of women in factories and offices has increased and it has also increased the level of education. Socio-cultural environment determines the code of conduct the business should follow.</p> <p>For e.g., if a company is not paying fair wages to workers, trade unions and Government will intervene.</p> <p>Some of the socio-cultural factors which have the potential of influencing marketing decisions include the following:</p> <ul style="list-style-type: none"> <li>• Caste and occupational structure</li> <li>• Family structure- joint v/s nuclear family</li> <li>• Increasing number of women in the workforce</li> <li>• Population shifts from rural to urban areas</li> <li>• Educational system and literacy rates</li> </ul>	3



33	What is the significance of 'Customer' in marketing micro environment? Explain various categories of customer markets.	3
34	<p>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.</p> <p>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.</p> <p>Ans: True</p> <p>Explanation may vary</p>	3
35	<p>'The firm has to deal with the changes taking place 'within' it and 'around' it.' Discuss in detail.</p> <p>Ans:</p> <p>According to Philip Kotler "A company's marketing environment consists of the factors and forces outside marketing that affect its management's ability to build and maintain successful relationships with target customers."</p> <p>There are few examples of external forces making an influence on a business: i.</p> <ul style="list-style-type: none"> <li>• Fast technological changes as in the mobile industry or computer industry introduction of new models and software and Apps</li> <li>• Uncertainty in political scenario, e.g., changing governments, change of finance minister or minister of concerned industries etc.</li> <li>• Changes in government's economic policies, e.g., licensing policy, taxation policy, inter-state or foreign trade policy.</li> <li>• Social changes, e.g., demand for reservation in jobs for minorities and women</li> </ul> <p>Modern organizations now a day are observing frequent changes, both internally as well as externally. The nature and degree of change is unpredictable. There are new products and designs being introduced to the market every day, invention of new techniques of production, new competitors, changes in ministries in the Government, changes in policies related to industry, taxation or banking that bring irregularity in the environment for the marketers. Such factors creating instability make the business environment volatile and it is called a dynamic environment. Therefore, the firm has to deal with the changes taking place 'within' and 'around' it.</p>	3
36	<p>Which are the various aspects explored by the management of a firm through market research before starting its operations?</p> <p>Ans:</p> <p>Before production and launching the product in the market the management has to make a good market research to explore various aspects like</p>	3

	<p>a) Nature of target customers- Identifying the size of family, job profile, purchasing power and buying motive of the customer etc. For example before introducing Tata Nano to the automobile market these factors were ensured by the company.</p> <p>b) The market trends-Observing the position of company's previous products and services in the market, whether demand is likely to remain static, decrease or increase.</p> <p>c) Economic, social and political trends- Scanning the economic, social and political trends affecting production namely monetary policy, social changes, anti-pollution or energy conservation laws e.g., Tata Nano project faced strong opposition in Singur (West Bengal) both socially and politically.</p> <p>d) Technology trends- Anticipation of technological changes, i.e. whether new product may become popular or what type of technology advancements are about to take place.</p> <p>e) Competition in the market- Analyzing the upcoming or existing competitors and what are their strengths and weaknesses</p>	
37	<p>How do you think that the four P's of marketing namely product, price, place and promotion are controllable factors for a business?</p> <p>Ans:</p> <p>The four P's of marketing i.e., product, price, place and promotion are controllable factors of a business because these factors are generally related to product design, volume of production, procurement of raw material, employment of labour, doses of financial investment and expansion plans of the firm.</p> <p>For example, 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. These factors are a part of controllable environment making an impact on approach and success of its operations</p>	3

	Answer any 3 questions out of the given 5 questions of 5 marks each: (3 x 5 = 15)	Marks
38	<p>Panera's commitment to health and convenience has resulted in 40 million Panera loyalty members.</p> <p>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.</p> <p>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."</p> <p>Identify the type of Marketing undertaken by Panera. Explain in detail the identified type of marketing.</p>	5

	<p><b>Ans: Relationship Marketing</b></p> <p>Explanation may vary</p>	
39	<p>What do you understand by 'Environmental scanning? Why is it necessary for a business?</p> <p>Ans:</p> <p>Environmental scanning is a process of scrutinizing and weighing up changes and trends in marketing environment by the firm.</p> <p>It is necessary for business due the following reasons:</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>• Giving Direction for Growth:</li> <li>• Identifying Firm's Strength and Weakness:</li> <li>• Image Building:</li> <li>• Continuous Learning:</li> </ul> <p>(Students will explain the above points)</p>	5
40	<p>Importance of Marketing is not merely for customers but for society and marketer too.</p> <p>Ans:</p> <p>Importance to the Marketers</p> <ol style="list-style-type: none"> <li>1. Marketing Promotes Product Awareness to the Public</li> <li>2. Marketing Helps in Enhancing Product Sales</li> <li>3. Marketing Builds Company Reputation</li> </ol> <p>Importance to the Society</p> <ol style="list-style-type: none"> <li>1. Source of Employment:</li> <li>2. Welfare of Customers and Stakeholders:</li> </ol>	5
41	<p>Explain briefly any two micro environmental factors affecting a business</p> <p>Ans: (Any 2 factors)</p> <ul style="list-style-type: none"> <li>• Suppliers</li> <li>• Marketing Intermediaries</li> <li>• Customers</li> </ul>	5

	<ul style="list-style-type: none"><li>• Publics</li><li>• Competition, etc.</li></ul>	
42	Distinguish between Marketing and selling.  Ans:  Student answer may vary	5