



INDIAN SCHOOL AL WADI AL KABIR

DEPARTMENT OF COMMERCE

ASSESSMENT 1 -XI 2025-26

MARKETING (812)

Date:14/09/2025

Time: 3 hours

Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This question paper contains **24 questions** in two sections - Section A & Section B.
3. Section A has Objective Type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6+18 = 24) questions, a candidate has to answer (6+11 = 17) questions in the allotted (maximum) time of 3 hours.**

5. All questions of a particular section must be attempted in the correct order.

6. 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.

7. 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	Marks
Q.1	Answer any 4 out of the given 6 questions on Employability Skills (1*4 = 4 Marks)	
i	Effective communication can happen if we follow the basic principles of professional communication skills. These can be abbreviated as _____. a. 5 C's b. 6 C's c. 3 C's d. 7 C's	1
ii	_____ are principles or standards of behaviour; one's judgement of what is important in life. a. Beliefs	1

	b.Values c.guidelines d.behavior	
iii	A person cannot wake up on time or is not able to cope up with pressure are examples of _____. a.Strengths b.Opportunities c.Threats d.Weakness	1
iv	Abbreviate NAPCC	1
v	_____ is like a court for cases related to environmental protection, conservation of forests and other natural resources. a. SBA/SBM b. NGT c. both a and b d.NAPCC	1
vi	It is a set of behavioral or personal characteristics by which an individual is recognisable as a member of a group. Identify the concept discussed. a.Identity b.character c.responsibility d.none of the above	1
Q.2	Answer any 5 out of the given 7 Questions (1*5 = 5 Marks)	
i	_____ starts before the production of the goods and continues even after the selling of the products. a.Selling b.Producing c.Developing d.Marketing	1
ii	Abbreviate ETOP	1
iii	Customer Value = _____ - (minus) _____.	1
iv	State whether the following statement is True or False: Search of alternatives and choice of strategy to deal with the environment are parts of	1

	image building process.	
v	_____ are the independent individuals or organisations that directly help in the free flow of goods and services between marketing organisations and the customers.	1
vi	Marketers builds company's reputation by creating _____ of company in general public's eyes. a. Sales b. Image c. Logo d. None of above	1
vii	A cosmetics company launched a new herbal face cream. Instead of only advertising, the company sent salespersons to beauty stores and homes to demonstrate the product and answer customer queries. Many customers purchased the cream after the salesperson explained its natural ingredients and benefits. Which element of promotion is shown in the case?	1
Q.3	Answer any 6 out of the given 7 Questions (1*6 = 6 Marks)	
i	Needs are not invented by marketer rather the widely known academic model of needs was proposed by psychologist _____. a. Neil Patel b. Seth Godin c. Abraham Maslow d. Philip Kotler	1
ii	Organizations buying goods and services with a view to sell them to others for a profit are _____.	1
iii	A smartphone company launched its new model with advanced camera features. To reach a large number of people, it released an attractive TV commercial and online ads highlighting the phone's high-quality photos. As a result, many customers became aware of the product. Which element of promotion is discussed above?	1
iv	Titan Watches wants to sell its premium watch collection. Instead of selling in all stores, Titan chooses only certain authorized stores in cities and major towns. These stores meet the company's standards and provide a proper shopping experience. This helps Titan maintain its brand image while reaching customers effectively. Which type of distribution strategy is used in this case? a. Exclusive b. Extensive c. Intensive d. Selective	1

v	_____ (1956) is considered to be father of market segmentation, who provided market segmentation as an alternative to differentiation.	1
vi	The concept of positioning was articulated by _____ and _____. a. Michael Porter and Jack Trout b. Al Ries and Jack Trout c. Jack Trout and Theodore Levitt d. Al Ries and Theodore Levitt	1
vii	_____ positioning is done on the basis of physical product characteristics.	1
Q.4	Answer any 5 out of the given 6 Questions (1* 5 = 5 Marks)	
i	Wants backed by willingness and purchasing power is known as _____. a. demand b. needs c. wants d. supply	1
ii	_____ involves establishing and controlling the desired image in the minds of targeted customers. a. Strategy b. Segmentation c. Targetting d. Positioning	1
iii	Colgate Toothpaste is available in almost every grocery store, supermarket, pharmacy, and even small kiosks across the country. The company wants to make sure the product is easily available everywhere so that customers can buy it whenever they need it. Which type of distribution strategy is shown in the case?	1
iv	In 4Cs concept, _____ is replaced by promotion. a. Communication b. Customer c. Convenience d. Cost	1
v	A well-known electronics company launched a new smartwatch with unique health tracking features. At the time of launch, the company set a very high price because the product was new, innovative, and had no close competition. After a few months, when competitors introduced similar products, the company gradually reduced the price to attract more customers. Which pricing strategy is used in the above case?	1

vi	XYZ Foods Pvt. Ltd. planned to launch a new packaged snack in India. Before production, the company ensured that its labels complied with the Food Safety and Standards (FSSAI) regulations, including ingredients, expiry date, and nutritional information. The company also verified that it had the necessary business licenses and tax registrations. Which aspect of the business environment is highlighted in the case? A. Economic b. Legal c. Technological d. Political	1
Q.5	Answer any 5 out of the 6 Questions (1 * 5 = 5 Marks)	
i	The way in which the product is delivered to meet the customer's need refers to_____. a. New product concepts b. Selling c. Advertising d. Place or distribution decisions	1
ii	Production concept believes in ideology of 'mass _____ and mass _____'.	1
iii	Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of: a. Pricing b. Distribution c. Product development d. Promotion	1
iv	If separate products and programmes are designed for different segments it is called_____. a. 'adjacent segment marketing' b. 'small segment marketing' c. 'large segment marketing' d. 'differentiated marketing'	1
v	 Identify the promotional element from the above picture.	1

	a.Personal selling b.Sales Promotion c.Advertising d.Public Relations	
vi	A power supplier, the segments may include domestic users, government users, commercial establishments, factories, occasional users, etc. The power supplier would serve all the segments at the same time. This strategy is known as _____strategy.	1
Q.6	Answer any 5 out of the given 6 Questions (1*5 =5 Marks)	
i	Increasing the features and quality you offer is a decision made by which marketing mix? a. Product b. Price c. Promotion d. Place	1
ii	A new company introduced a milk-based energy drink in the market. To attract customers quickly and capture a large share, it fixed the price lower than competing brands. Once a strong customer base was created and the product became popular, the company planned to gradually increase the price. Which pricing strategy is used in the above case?	1
iii	No market is totally _____ and to create meaningful segments, marketers must understand different purchase combinations that satisfy the need. a.Homogeneous b.Heterogeneous c.Homogeneous nor Heterogeneous d.none of the above	1
iv	Endorsement by celebrities makes the differences. This is known as _____positioning. a.physical b.physical or perceptual c.perceptual d.both physical and perceptual	1
v	An expanded marketing mix for services was proposed by _____. a. Gregory b. Kotler c. Bitner d. Booms and Bitner	1

vi	All departments within an organization have the potential to positively or negatively impact firm's _____. a. policies b. weaknesses c. strengths d. objectives	1
SECTION B: SUBJECTIVE TYPE QUESTIONS		
Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks) Answer each question in 20 – 30 words.		
Q.7	Explain the role of private agencies in supporting government policies and promoting a green economy. (Any 2 points)	2
Q.8	List any(2) points highlighting the importance of Grooming.	2
Q.9	BrightTech Pvt. Ltd. was developing a new mobile app. The project required coding, designing, marketing, and testing. Initially, each department worked separately, causing delays and misunderstandings. Later, the company formed a cross-functional team where designers, developers, and marketers collaborated. By working together, they finished the project on time, resolved issues quickly, and created a better app. How did teamwork help BrightTech complete the project successfully? (Any 2 points)	2
Q.10	Briefly explain (any 2) out of the 3Ps of Public Speaking.	2
Q.11	Write a short note on Swachh Bharat Abhiyan	2
Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)		
Q.12	One-hour photo has lost to digital photo camera, fax servicing has lost to e-mail, pager has lost to mobile phones, and STD booths have lost due to cheaper telecom services. Identify and state the concept discussed above.	2
Q.13	Define Business Environment as per W.Weimer	2
Q.14	Green Harvest Agro Ltd. grows and supplies organic vegetables across the country. One year, unusually heavy rainfall and floods damaged many farms, reducing the supply of vegetables. As a result, the company had to increase prices and import vegetables from other regions to meet customer demand. Identify and state the aspect of the business environment is highlighted in this case?	2
Q.15	Define a. Micro Environment b. Macro Environment	2
Q.16	State the two bases for Positioning	2

	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	
Q.17	Explain any (3) features of the Marketing Mix	3
Q.18	Marketing plays an important role to the marketer, customers and society, Explain the importance to the Marketers. (Any 3)	3
Q.19	Tech World Ltd. sells smartphones in a highly competitive market. It faces competition from: • Apple and Samsung, which offer premium smartphones with advanced features. • Xiaomi and Realme, which provide mid-range smartphones at affordable prices. • Generic or local brands, which sell basic phones at very low prices. The marketing manager wants to analyze the competition to develop better strategies for TechWorld. Explain the three (3) types of competition.	3
	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	
Q.20	State the Selection Criteria/factors for Targeting (any 4)	4
Q.21	Explain the 4C'S - consumer-oriented model of marketing mix.	4
Q.22	BoostUp Beverages Pvt. Ltd. plans to launch a new energy drink targeted at young adults and fitness enthusiasts. The marketing team has already: 1. Identified relevant competitive products such as Red Bull, Monster, and Sting in the energy drink market. 2. Identified determinant attributes like taste, energy boost, price, and packaging that define the “product space.” 3. Collected information from a sample of potential customers about their perceptions of each energy drink on these attributes. 4. Determined the current position of existing products in the product space and assessed their popularity and intensity of preference. Explain the remaining steps (5 to 8) of the Positioning Process.	4
Q.23	List the (first 4) steps involved in Positioning Process	4
Q.24	Explain the following pricing strategies: 1. Market Penetration Pricing 2. Market Skimming Pricing 3. Differential Pricing 4. Geographic Pricing	4