



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


CLASS XI - ASSESSMENT I -2023-24


MARKETING (812)

MARKS: 60

*MARKING SCHEME*

Q. No.	SECTION A:	Marks
1	<b>D. Relationship Marketing</b>	1
2	The _____ concept lays emphasis on affordability and availability of products.  A. <b>Production</b> B. Product C. Societal D. Manufacturing	1
3	What are the 4(four) basic communication styles?  <b>Passive, Aggressive, Passive-Aggressive and Assertive.</b>	1
4	Merchant middlemen can be _____.  A. consumers or retailers B. customers and retailers C. wholesalers or retailers <b>D. wholesalers and retailers</b>	1
5	_____ is a process of developing a business plan, launching and running a business using innovation to meet customer needs and to make a profit.  A. <b>Entrepreneurship</b> B. Entrepreneur C. Business Plan D. Leadership	1

6	<p>To develop a good customer service, the service marketer should focus on <b>tangible cues</b> and also create a strong organisational image. This can be done by communicating clearly to the customers the features of the service being provided.</p>	1
7	<p>Multi-Segment Strategy is also called as _____.</p> <p><b>A. differentiated marketing strategy</b>  B. niche strategy  C. small segment strategy  D. single segment marketing</p>	1
8	 <p>The above image describes the _____ concept.</p> <p><b>A. PLC</b>  B. Positioning  C. Targeting  <b>D. Segmentation</b></p>	1
9	<p>Text formatting can be done either by using the _____.</p> <p><b>A. Formatting toolbar</b>  B. Text Format menu  <b>C. Format menu or by using the Formatting toolbar</b>  D. Format menu</p>	1

10	<p>Weaknesses, also known as _____ are what one does not do well and is not good at.</p> <p>A. 'areas of threats'  B. 'areas of capabilities'  C. 'areas of specialisation'  <b>D. 'areas of improvement'</b></p>	1
11	<p>This step is to understand the competition. The prices and related benefits such as discounts, warranties and special offers need to be assessed. An understanding of the subjective value of the product and a comparison with its actual manufacturing distribution cost will help set an ideal price point. Identify the Step involved in developing the marketing mix.</p> <p>A. Step 1  B. Step 2  <b>C. Step 3</b>  D. Step 4</p>	1
12	<p>Soft drinks use <b>Intensive</b> distribution.</p> 	1
13	<p>What is Exclusive distribution?  <b>The firm decides to distribute through one or two major outlets, example of designer wear or high-priced automobiles.</b></p>	1
<b>SECTION B – SUBJECTIVE TYPE QUESTIONS</b>		
14	<p><b>Explain any (2) two different forms of Business Ideas?</b></p> <p><b>Location-based Ideas:</b>  An entrepreneur can come up with idea to serve needs of customer at a specific location.</p> <p><b>Seasonal Ideas:</b></p>	2

	<p>During summers, people want to drink cold, healthy drinks in big cities, while in winters, they like warm beverages. An entrepreneur can come up with the ideas based on the season.</p> <p><b>Events-based Ideas:</b> Another way to come-up with a business idea is to think of ways to serve the people at events.</p> <p><b>Interest-driven Ideas:</b> An entrepreneur can come-up with business ideas based on self-interest.</p> <p><b>Vocation-driven Ideas:</b> Many people start a business based on what they are interested in and what they have studied.</p>	
15	<p><b>What is the difference between Numbered List and Bullet List?</b></p> <p>Bulleted lists start from character; numbered lists start from number or letter. These Bulleted lists or Numbered lists are updated automatically when you enter the key.</p>	2
16	<p>Abbreviate <b>SWOT</b></p> <p>Strengths, Weaknesses, Opportunities and Threats.</p>	2
17	<p>Define Marketing Mix as defined by Philip Kotler.</p> <p>According to Philip Kotler, “Marketing mix is the combination of four elements called the 4P’s- Product, Price, Promotion and Place that every company has the option of adding, subtracting or modifying in order to create a desired marketing strategy”.</p>	2
18	<p>Identify the scope of Marketing from the given examples</p> <ol style="list-style-type: none"> <li>1. Water Park, and Theme parks - <b>Experience</b></li> <li>2. Banking, Education, Insurance - <b>Services</b></li> <li>3. Politicians - <b>People</b></li> </ol>	3

19	<p>Marketers have to continuously monitor the rival firm’s marketing activities, their products, distribution channels, prices and promotional efforts to design its marketing strategy. They must also gain strategic advantage by positioning their products and services strongly against those of their competitors, in the minds of the consumers. Explain the 3(three) types of competition</p> <p><b><u>There are three types of competition:</u></b></p> <p><b>1.Competition from similar products-</b>The most direct form of competition occurs amongst marketers of similar products.</p> <p><b>2.Competition from substitute products-</b>The second type of competition involves products that can be substituted for one-another.</p> <p><b>3.Competition amongst all firms-</b> Modern marketers accept the argument that all firms compete for a limited amount of market share.</p>	3
20	<p>List the steps involved in Positioning Process (First 3 steps in sequence)</p> <ol style="list-style-type: none"> <li>1. Identify relevant set of competitive products serving a target market.</li> <li>2. Identify the set of determinant attributes that define the “product space” in which positions of current offerings are located.</li> <li>3. Collect information from a sample of customers and potential customers about perceptions of each product on the determinant attributes.</li> </ol>	3
21	<p><b>Explain any 3(three) features of marketing mix.</b></p> <p><b>1. Interdependent variables</b> The marketing mix is made up of four unique variables product, price, place and promotion. These four variables are interdependent and need to be aligned.</p> <p><b>2. Help Achieve Marketing Targets</b> The company aims to achieve its marketing targets such as sales, profits, customer retention and satisfaction through the use of these variables.</p> <p><b>3. Flexible Concept</b> The marketing mix is a dynamic concept and the focus on any one variable may be either increased or decreased on the basis of existing marketing conditions and customer requirements</p> <p><b>4. Constant Monitoring</b> It is necessary to keep continuous watch on the changing trends and requirements, within the company as well as in the market to ensure that the marketing mix elements stay relevant and useful.</p>	3

	<p><b>5. Customer as a focal point</b>  The customer is the focal point of all marketing activity. The value of the product is determined by customer perception and the goal is to achieve a satisfied and loyal customer.</p>	
22	<p>The customer service for a service firm cannot be distinctly divided into prepurchase and post purchase elements, because production and consumption of a service takes place at the same time. The service provided can prove to be effective in terms of satisfying the customer, only if the gap between which is expected service and offered service is decreased. More the wider gap more the number of disappointed customers; and disappointed customers may result in lowering that company's image. Hence understanding the 7P's of services mix becomes important. Explain the <i>3(P's) of Services Marketing Mix</i> which is an extension of the 4(P's) of Marketing Mix.</p> <p><b>1. Physical Evidence</b>  Physical evidence, like the environmental surroundings greatly affect the customer's expectations of the service. As services cannot be readily displayed, a conducive environment should be created so as to help the customers develop a positive opinion of the service. People would not like to wait if the surroundings of the place they are made to wait are unpleasant. Customers can be turned off by small changes in the design of the service facility or even the absence of clear signboards.</p> <p><b>2. People</b>  Most of the services are labour intensive; the behaviour of the staff providing the service and the customers involved in production, have an effect on providing efficient customer service. In order to focus on customer-oriented approach, the organization needs to hire the right people and train them to enhance their skills and reward them with adequate pay. There is a mutual dependence between the customers and employees. Dissatisfied customers affect employees and similarly untrained staff reduce customer satisfaction. This mutual dependence influences the customer's perception of the service.</p> <p><b>3. Process</b>  The quality, or the 'how' of service delivery is more important in the case of service industries, as it is difficult to separate the technical quality, or the 'what' of service delivery. The past experience with a service also affects the expectations of the customer as in case a customer has a bad experience with the service on any previous occasion, it will influence his or her future perception of the service. Therefore, it is essential to train the front line employees, whose actions and behaviour influence the customer's opinions of the organisation and the actual service provided.</p>	3

23	<p>Marketing creates different types of utilities (services). Explain any (4)</p> <p><b>a. Form utility</b> relates to the <u>physical state of a finished product</u> and the value it offers to consumers. It is created through the transformation of raw materials into finished goods. Additional form utility examples are food vs. raw food, cake vs. flour, and a house vs. cement and timber.</p> <p><b>b. Place utility</b> – It entails the convenience of being able to purchase a product in an accessible location. Product moving from the factory to the customer.</p> <p><b>c. Time utility</b> - This relates to providing customers with the convenience of having access to a product as soon as possible. Product available when needed.</p> <p><b>d. Information utility</b> - ingredients of the product and even how to use the product, and</p> <p><b>e. Possession utility</b> - transfer of ownership from retailer to customer.</p>	4
24	<p>A 'public' means any group that has an actual or potential interest in or impact on the company's ability to achieve its objectives.</p> <p>Kotler and Armstrong have described seven types of publics, Explain any (4) four.</p> <p><b>Financial publics</b> - This group influences the company's ability to obtain funds. The examples of major financial publics are- banks, investment houses and shareholders.</p> <p><b>Media publics</b> - They consist of those mechanisms or devices that carry news, features and editorial opinion. They include- newspapers, magazines, radio and television stations.</p> <p><b>Government publics</b> - Management must take government developments into account. Marketers must often consult the company's lawyers on issues of product safety, truth-in-advertising and other matters.</p> <p><b>Citizen-action publics</b> - 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> <p><b>Local publics</b>- Every company has local publics, such as neighbourhood residents and community organizations.</p>	4

	<p><b>General publics-</b> A company needs to be concerned about the general public's attitude towards its products and activities. The public's image of the company affects its buying.</p> <p><b>Internal publics-</b> A company's internal publics include its workers, managers, and board of directors. Large companies use newsletters and other means to inform and motivate their internal publics. When employees feel good about their company, this positive attitude spills over to external publics.</p>	
25	<p>The targeting stage of segmentation is concerned with making choices about the segments to serve. The targeting process is concerned with balancing the attractiveness of segment opportunities against the available resources and the capabilities. Identify the types of Targeting from the cases.</p> <ol style="list-style-type: none"> <li>1. This type of strategy is used, If there are meaningful differences in customer needs within segments which are presently not being met by current market segmentation. For example, a ready food kitchen may go in for segmentation within such segment. Food remains the same, but prices differ. We may call it as ‘Micromarketing’ - <b>Sub-Segment Strategy</b></li> <li>2. This segment consists of sufficient number of customers seeking somewhat specialised benefits from a good or service. This strategy would avoid direct competition with larger firms who are pursuing bigger segments. This strategy is also known as ‘Concentrated marketing’ - <b>Niche Segment Strategy</b></li> <li>3. In case of 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 multi-segmentation strategy. All of them would require separate marketing mixes. This strategy is also called as ‘differentiated marketing strategy’ - <b>Multi-Segment Strategy</b></li> <li>4. There are large risks associated with this strategy. For example, Fax servicing has lost to e-mail, pager has lost to mobile phones, and STD booths have lost due to cheaper telecom services.</li> </ol> <p>Identify the strategy - <b>Large Segment Strategy</b></p>	4



26	<p>Market segmentation is the process of dividing a heterogeneous market (aggregated) into homogeneous sub unit (segregated). Market segmentation is the identification of portions of the market that are different from one another or share a similar set of needs. Explain the significance of Segmentation (Any 4)</p> <ol style="list-style-type: none"> <li>1. <b>Improved Customer Relations:</b> Segmentation will enable the buyer to find the products most fitting to their physical and psychological needs. Customers finding products more tailored to their needs, would be more loyal to the firm. Since segmentation helps to meet the customer needs, expectations, aspirations and share of wallet, market segmentation is customer-oriented.</li> <li>2. <b>Perfect-like Marketing Mix:</b> Since market segmentation assists in defining shopping habits, price sensitivity and the benefits required. This helps in making marketing mix more accurate.</li> <li>3. <b>Better Resource Allocation:</b> Segmentation's objective is to serve customers better and earn more profits, the firm would like to allocate resources more efficiently. Segmentation reveals who not to target and which customer groups will be best recipients of resources. Thus, market segmentation will lead to better marketing.</li> <li>4. <b>Competitor Analysis:</b> To compete better in the market one must have complete knowledge of the competitors, the segments being served by them, and their working practices. It enables to know the segment which our organisation can serve better. By insightful segmenting and targeting, companies set the stage both for serving customers well and minimising the impact of competition. Thus, segmentation is a source of competitive advantage and enhances awareness of external market trends and competition.</li> <li>5. <b>Taking care of Dynamic Environment:</b> Customer segments, which are likely to frequent changes due to changing environment, can be taken care of in strategic marketing planning. In fact, large companies with resources at command are leaving mass marketing.</li> <li>6. <b>Focus Marketing Communication:</b> Segmentation establishes commitment and single-mindedness with the organisation: one vision, one voice, harmonized messages. Segmentation allows an organisation to identify media channels competent to reach the target group.</li> <li>7. <b>Measurement:</b> To measure the market share, growth, specification of target customers, recognition of relevant competitors, to formulate marketing objectives and strategies, segmentation is essential.</li> </ol>	4
27	<p><b>Explain the 4C'S - consumer-oriented model of marketing mix.</b></p> <ol style="list-style-type: none"> <li>a) <b>Consumer</b> - In this model the Product is replaced by Consumer. Marketers focus more on the needs, wants and demands of consumer. The</li> </ol>	4

	<p>product is designed and produced considering the requirements of consumer.</p> <p><b>b) Cost</b> - Price is replaced by Cost. The cost refers to the total cost of owning a product. It includes cost to use the product, cost to change the product, and cost of not choosing the competitor's product.</p> <p><b>c) Communication</b> - Promotion is replaced by Communication. According to Lauterborn promotion is manipulative while communication is cooperative. Communication includes advertising, public relation, personal selling, and any method that can be used to encourage proper, timely, and accurate communication between marketer and consumer.</p> <p><b>d) Convenience</b> - Place is replaced by Convenience. It focuses on the convenience in getting product information, convenience in reaching to the store/product, and ease of buying.</p>	
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<p>28</p>	<p>Promotion represents the different methods of communication that are used by marketer to inform target audience about the product. It is an essential component of marketing as it can boost brand recognition and sales. Promotion is comprised of various elements. Identify the elements of promotion and explain each in one or two sentences each.</p> <p>a.  - SALES PROMOTION</p> <p>b.  - PERSONAL SELLING</p>	<p>4</p>
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c.

- WORD OF MOUTH



d.

- ADVERTISING