



INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE

SAMPLE PAPER 1-2024-25

Class: XI

MARKETING (812)

M.M: 60

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.	You have been standing in a queue for a long time to buy tickets for a movie. A man suddenly comes and stands in front of you, out of turn. What should you do? a) Scream at the person so that he never repeats the mistake b) Inform him politely that there is a queue and everyone is waiting for their turn c) Stay quiet and let the person go ahead d) Not say anything directly but complain about him to other people	1
ii.	Radha wants to grow her hair and she applies a lot of hair oil. She does not wash her hair for days and sometimes it smells bad too. What would be your suggestion to her? a) She can leave the oil in her hair, after all it helps her hair to grow. b) She can leave it on at night and wash her hair every day before leaving home. c) She should not apply oil at all. d) She can apply the oil and pour a little water on her hair before leaving home to reduce the smell.	1
iii.	Which of the following stakeholders makes policies for a green economy?	1


	a) Non-government organizations b) Scientific community c) Government d) Private sector	
iv.	What is the primary purpose of networking in a professional setting? a) To make friends b) To build professional relationships that can lead to career opportunities c) To attend social events d) To avoid working hard	1
v.	_____ is a detailed plan of what an entrepreneur wants to achieve through the business and how it will be achieved.	1
vi.	When we press the right mouse button on a paragraph or image or any object, which menu is displayed? a) Content Menu b) Context Menu c) Status Menu d) Tool Menu	1

Q. 2.	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	Marks
i.	Due to Covid-19, offline schooling was stopped for almost one and a half year. This affected the business of chalk and duster manufacturers negatively whereas the business of laptops and internet service providers enjoyed high demand for their products. Which of the following environment is discussed here: a) Internal environment b) Micro environment c) Controllable environment d) Macro environment	1
ii.	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. Which concept of marketing is addressed in the case above?	1
iii.	Who is a consumer?	1
iv.	Discount coupons, price offs, prizes, lucky draws, free trials are the example of which element of Promotion?	1
v.	USP stands for a) Universal Selling process b) Unique Selling positioning c) Unique Selling proposition d) Universal Selling Product	1
vi.	Wednesday offer of Pizza Hut is an example of _____ type of pricing strategy a) Value pricing	1

	b) Differentiated Pricing c) Market penetration pricing d) Promotional Pricing	
vii.	The _____ is the person who changes the product to usable form for consumption in terms of domestic usage	1

Q. 3.	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	Marks
i.	Lenovo, a leading computer manufacturer from China, prioritizes low-cost, mass production. Through efficient manufacturing processes and widespread distribution channels, Lenovo ensures affordability and availability of its products to a broad customer base. This strategy has helped Lenovo achieve significant market share and profitability, particularly in developing markets like India, Brazil, Russia, China, and South Africa. The above is an example of _____ marketing philosophy a) Production concept b) Product concept c) Selling concept d) Marketing concept	1
ii.	Walmart's tagline is "Save money. Live better." Identify the basis of positioning?	1
iii.	The following constitute the features of Marketing Mix I) Concentrates on customers II) Supplies Products to Customers III) Helps to achieve Organisational Goals IV) It is not applicable to Non-Profit organisations a) I & II only b) I & III only c) II, III, IV only d) I, II, III only	1
iv.	_____ is a person who purchases the product but may not directly consume it. Customer	1
v.	Mass Marketing Strategy is also known as _____	1
vi.	In 4Cs concept Product is replaced by _____ a) Cost b) Convenience c) Customer d) communication	1
vii.	Organizations buying for producing other goods and services for the purpose of either earning profits or fulfilling other objectives or both. The above is an explanation for which customer target group? a) Industrial market b) Consumer market c) Reseller market d) Supplier market	1

Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
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i.	<p>Nike 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 Nike?</p> <p>a) Large Segmentation strategy b) Multi segmentation strategy c) Adjacent segmentation Strategy d) Mass Segmentation Strategy</p>	1
ii.	 <p>The image given above is an example of _____</p> <p>a) Property b) Service c) Events d) People</p>	1
iii.	<p>Sera, the owner of Merwan Bakery, has gained popularity for her signature Persimmon & biscuits, featuring the exotic Korean fruit. These delectable treats have helped her in increasing the popularity of her bakery.</p> <p>However, Sera's business faces a problem as her usual vendors, from whom she sources the fruit, have declined to continue selling to her. This decision is taken because of pending payments which Sera has not cleared. This has led to a strained business relationship between Sera and her vendors. Due to this she is facing a problem in producing Persimmon biscuits which has led to loss of customers.</p> <p>Sera's business is affected by which micro environment?</p> <p>a) Customers b) Publics c) Competitors d) Suppliers</p>	1
iv.	<p>"A product might be really good but if the consumer feels it is useless, he/she would never buy it". This is an example of</p> <p>a) Learning b) Perception c) Belief d) Attraction</p>	1
v.	<p>Which pricing strategy would be adopted by the companies during growth phase of Product Life Cycle.</p>	1
vi.	<p>Manu goes to school which is mile always from his home by walking everyday. Due to increasing temperature he insisted his parents to buy him a bicycle in order to make his daily commute between home and school easier. State which buying role is played by Manu here</p> <p>a) Influencer</p>	1

	b) Initiator c) Buyer d) Decider	
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Q. 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	Cigarettes should not be marketed to younger children as Smoking is injurious to health& is denoted on packets by the cigarette companies. The above is an example of which macro environment? a) Politico-legal forces b) Economic forces c) Socio cultural forces d) Technological forces	1
ii.	Parents play the role of _____ while selecting movies for kids. a. Preparer b. Gatekeeper c. Disposer d. Decider	1
iii.	The term 'Marketing mix' describes a) A composite analysis of all environmental factors inside and outside the firm b) A series of business decision that aid in selling a product c) The relationship between a firm's marketing strength and its business weakness d) A blending of four strategic elements to satisfy specific target markets	1
iv.	Consumer Decision Making Process consists of _____ steps a) 4 b) 3 c) 5 d) 7	1
v.	Individuals with the same needs might not purchase similar products due to difference in _____ a) Perception b) Lifestyle c) Roles and Status d) Family structure	1
vi.	Compaq was the first brand to introduce a "portable" PC. The above is an example of a brand based on _____ positioning. a) Attribute b) Price/ quality c) Completeness d) First mover	1

Q. 6.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	Define sagacity?	1
ii.	Tiffany Young, a famous K-Pop idol and band member of Girls Generation was recently roped in as a brand ambassador for a Korean skincare brand Beauty of Joseon. The brand made this decision in order to increase their sales with the help of Tiffany's celebrity status. Identify the bases of Positioning highlighted above. a) Perceptual Positioning	1

	b) Physical Positioning c) Fluctuating Positioning d) Perpetual Positioning	
iii.	Sunfeast cookies, healthy biscuits, light and cream biscuits are example of _____ a) Services b) Product c) Product Line d) None of the above	1
iv.	What is an Evoked Set?	1
v.	Define Selective Distribution?	1
vi.	In consumer Behaviour, group of people having common goal is referred to as _____ a) Preference group b) Reference group c) Both a and b d) None of the above	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.	Marks
Q.7.	Before Indra Nooyi joined PepsiCo as the senior vice president of corporate strategy, she worked as a receptionist. It helped her save enough money to buy formal wear and appear for interviews with confidence. In PepsiCo, her hard work and steady determination helped her drive success and she was widely recognized for her exceptional leadership skills. A) Which value made Indra Nooyi successful. B) What are the other values of an entrepreneur. Discuss briefly about all the values.	2
Q.8.	How to save a document in LibreOffice Writer?	2
Q.9.	List any four ways to build a network of people around you.	2
Q.10	List down any four missions under NAPCC.	2
Q.11.	Write down about any two factors affecting the perspectives in communication. Give example of each factor.	2

	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	Marks
Q.12.	In recent year producer-oriented model of marketing mix had shown the transition to consumer-oriented model of marketing mix. By preparing a model show the above-mentioned transition.	2
Q.13.	Define Industrial Markets.	2

Q.14.	Suzuki entered the Indian market with the Maruti 800 at the low-price end of the market. As Maruti penetrated this segment, it moved to an adjacent segment in terms of price and quality by adding Maruti Zen, then enters into a large car segment with Maruti Esteem. A. Identify the type of Target Marketing adopted by Maruti Suzuki B. Write any one feature of the type of targeting strategy identified in A.	2
Q.15.	Name the ways by which a company can promote its product.	2
Q.16.	How is an individual consumer different from an industrial consumer? Explain with the help of an example	2

	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	Marks
Q.17.	“Consumer experiences post-purchase anxieties”. Identify and explain the concept.	3
Q.18.	Discuss briefly about the factors influencing the target market	3
Q.19.	Differentiate between market skimming policy and market penetration policy stating the basis.	3

	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	Marks
Q.20.	“Consumer Decision making Process is influenced by various factors”. Explain them in detail	4
Q.21.	Identify the type of Target Marketing from the following examples A. “Nike produces shoes for golfers, tennis players, basketball players, for cricketers, and thus serves many segments relating to sports shoes”. B. Pizza Hut engaged in producing only one product i.e. Pizza C. Mercedes focuses on the production of luxury cars D. Mumbai Dabbawallah’s providing fresh and home-made food to employees in food industry through ready food kitchens.	4
Q.22.	Differentiate between Marketing and Selling	4
Q.23.	“Service Mix consists of 7Ps of Marketing Mix”. Explain each element	4
Q.24.	Explain PEST in detail	4