



INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE

SAMPLE PAPER 2-2024-25

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 |
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| i. | Ravi works hard to get the best student award at the end of the year. What type of motivation is this? a) Internal b) External c) Both internal and external d) Not any specific type of motivation | 1 |
| ii. | SBA stands for _____ | 1 |
| iii. | What makes you complete your work or studies without others cheering you? a) Self-confidence b) Communication c) Self-motivation d) Self-esteem | 1 |
| iv. | Which of the following is not among the basic principles of effective communication? a) Concrete | 1 |

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| | b) Complete c) Courteous d) Corresponds | |
| v. | Ravi wrote an article on the benefits of sports. But everywhere he spelt the word sports as spots. Which option in the Spelling dialog box will you use to change all the wrong words to the right one in one go? a) Correct b) Always Correct b) Add to Dictionary d) Correct All | 1 |
| vi. | Gupta Pharmacy sells medicines produced or manufactured by different pharmaceutical companies. Identify the type of business. | 1 |

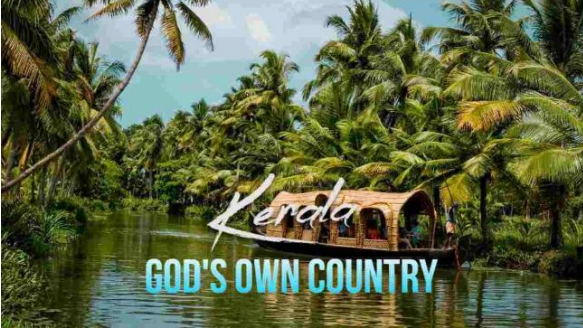
| Q. 2. | Answer any 5 out of the given 7 questions (1 x 5 = 5 marks) | Marks |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| i. | ETOP stands for _____ | 1 |
| ii. | 1 Products which are used for a long period of time is known as a) Versatile products b) Durable products c) Volatile products d) Tangible products | 1 |
| iii. | _____ is influenced by personality characters, lifestyles and values. a) Psychographic Segmentation b) Behavioural segmentation c) Personal Demographics segmentation d) Geography and Demographics | 1 |
| iv. | In Sunny Plaza, a vibrant mall, families enjoy shopping alongside thrilling experiences like water parks and theme rides. With delicious food at the food court and blockbuster movies in the cinema, is a day of fun for all. Laughter fills the air as kids splash in the pools and friends gather for games at the arcade. Shopping becomes an unforgettable adventure, blending family time, entertainment, and excitement in one bustling destination The above is an example of _____ a) Product b) Services c) Experience d) People | 1 |
| v. | In order to boost and double India's export of goods and services to over USD 1200 billion by 2027, it is important to lower effective corporate tax rate, bring down cost of capital and simplify regulatory and tax framework. Identify the related dimension of business environment. a) Social dimension and Legal dimension b) Economic dimension and Legal dimension c) Technological dimension and Political dimension | 1 |

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| | d) Political dimension and Social dimension | |
| vi. | According to Lauterborn promotion is manipulative while _____ is cooperative. a) Customers b) Communication c) Cost d) Convenience | 1 |
| vii. | What is a Reference group? | 1 |

| Q. 3. | Answer any 6 out of the given 7 questions (1 x 6 = 6 marks) | Marks |
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| i. | Segmenting by income is very popular, especially for cars, luggage, vacations and fashion goods. There may be people belonging to lower class, middle class and high net worth individuals. The above is an example of _____ bases of segmentation a) Geographic segmentation b) Socioeconomic segmentation c) Psychographic segmentation d) Demographic segmentation | 1 |
| ii. | Newsletter, catalogue and invitation to organization- sponsored events are most closely associated with the marketing mix activity of a) Pricing b) Distribution c) Product Development d) Promotion | 1 |
| iii. | _____ starts before production of goods but continues after selling of products a) Production b) Marketing c) Selling d) Buying | 1 |
| iv. | Marketers build company's reputation by creating _____ of company in general public's eyes. a) Sales b) Image c) Logo d) None of above | 1 |
| v. | Sneha opened a beauty salon in an area. In order to attract customers, she has kept price of her services comparatively lower than other beauty salons. Identify the Pricing Strategy adopted by Sneha? | 1 |
| vi. | For someone a Dell Laptop might be the best laptop while for others it could be just one of the best brands available. This is an example of _____ a) perception b) opinions c) Belief d) Lifestyle | 1 |
| vii. | Fast Fashion, a clothing company sells plain white T-shirts. Instead of creating different styles or colours for various groups, they produce just one type of T-shirt. They use the same ads and sell it in all stores to everyone. This way, they reach as many people as possible with one simple product. | 1 |

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| | Fast Fashion has adopted _____ type of targeting. a) Mass marketing strategy b) Large segment strategy c) Adjacent segment strategy d) Multi segment strategy | |
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| Q. 4. | Answer any 5 out of the given 6 questions (1 x 5 = 5 marks) | | Marks | | | | | | | | | | | | |
| i. | Which among them involves the needs of targeting? I. Existing market share and market homogeneity II. Existing product expertise III. Likelihood of production and marketing scale economies IV. Nature of the economy a) I & II only b) I & III only c) II, III, IV only d) I, II, III only | | 1 | | | | | | | | | | | | |
| ii. | Ria has to purchase a laptop. For doing so, she went to shop and started comparing features of laptops belonging to Apple, Dell, Hp. She is undergoing _____step of consumer decision making process a) Need Recognition b) Identification of Alternatives c) Evaluation of alternatives d) Purchase Decision | | 1 | | | | | | | | | | | | |
| iii. | _____ is a distribution strategy wherein the products are available at all the outlets. | | 1 | | | | | | | | | | | | |
| iv. | Market consists of a) Potential buyers b) Actual buyers c) Both a and b d) None of the above | | 1 | | | | | | | | | | | | |
| v. | Define Generation Y. | | 1 | | | | | | | | | | | | |
| vi. | <table><tr><td colspan="2">Choose the Correct Option:</td></tr><tr><td>Company's Tagline</td><td>Bases of Positioning</td></tr><tr><td>1. E bay's Buy it, sell it</td><td>A. Price/Quality</td></tr><tr><td>2. Omega watches for measuring 100th seconds</td><td>B. Attributes</td></tr><tr><td>3. Compaq by introducing portable PC brand</td><td>C. Completeness</td></tr><tr><td>4.Raymond's Complete Man</td><td>D. First Mover advantage</td></tr></table> a. 1-C,2-A,3-B,4-D b. 1-B,2-A,3-D,4-C c. 1-D,2-B,3-A,4-C d. 1-A,2-D,3-B,4-C | | Choose the Correct Option: | | Company's Tagline | Bases of Positioning | 1. E bay's Buy it, sell it | A. Price/Quality | 2. Omega watches for measuring 100 th seconds | B. Attributes | 3. Compaq by introducing portable PC brand | C. Completeness | 4.Raymond's Complete Man | D. First Mover advantage | 1 |
| Choose the Correct Option: | | | | | | | | | | | | | | | |
| Company's Tagline | Bases of Positioning | | | | | | | | | | | | | | |
| 1. E bay's Buy it, sell it | A. Price/Quality | | | | | | | | | | | | | | |
| 2. Omega watches for measuring 100 th seconds | B. Attributes | | | | | | | | | | | | | | |
| 3. Compaq by introducing portable PC brand | C. Completeness | | | | | | | | | | | | | | |
| 4.Raymond's Complete Man | D. First Mover advantage | | | | | | | | | | | | | | |

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| Q. 5. | Answer any 5 out of the given 6 questions (1 x 5 = 5 marks) | Marks |
| i. | <p>Aaron owns Blue Tea Cafe, where he makes special blue tea using an exotic butterfly pea flower imported from Southeast Asia. His cafe was becoming popular because of this unique drink. But when the government raised taxes on importing the butterfly pea flower, the cost of making the tea went up. This meant Aaron had to charge more for each cup of tea, and some customers couldn't afford it anymore. As a result, Aaron started losing customers because of the higher taxes.</p> <p>The above is an example of which macro environment?</p> <p>a) Economic Forces b) Demographic Forces c) Political force d) Socio-cultural forces</p> | 1 |
| ii. |  <p>This is an example of _____ scope of Marketing</p> <p>a) People b) Idea c) Place d) Property</p> | 1 |
| iii. | Who developed the concept of marketing mix? | 1 |
| iv. | <p>The process through which consumer evaluates alternatives before purchasing any product is called as _____</p> <p>a) Consumer Ordering Process b) Consumer Buying Process c) Consumer Bargaining Process d) Consumer Negotiation Process</p> | 1 |
| v. | <p>In the case of Mercedes, for a very long time it used a _____ segment strategy to focus on luxury car market.</p> <p>a) Small b) Large c) Multi d) Sub segment</p> | 1 |
| vi. | What are the 3 additional Ps of Marketing in service mix? | 1 |

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| Q. 6. | Answer any 5 out of the given 6 questions (1 x 5 = 5 marks) | Marks |
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| i. | Neha is the mother of Sneha. She has child locked certain channels on Tv making them restricted for Sneha to watch. Identify the role played by Neha? | 1 |
| ii. | This concept is concerned with creating a perception in a consumer's mind about the nature of company and its products relative to competitors a) Segmentation b) Positioning c) Targeting d) None of the above | 1 |
| iii. | 4Ps of Marketing includes _____ | 1 |
| iv. | Amway producing organic product constitute _____ factors in consumer buying behavior a) Social factors b) Cultural Factors c) Psychological factors d) All the above | 1 |
| v. | Name the Latin word from which the term Market has originated. | 1 |
| vi. | Demand for reservation in jobs for minorities and women. The above is an example of one of the following external forces making an influence on business a) Technological changes b) Industrial conflicts caused by labour unrest c) Social changes d) Uncertainty in political scenario | 1 |

SECTION B: SUBJECTIVE TYPE QUESTIONS

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| | 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. | Mention any two advantages of using a Word Processor. | 2 |
| Q.8. | Identify the Business Idea A) There are different businesses that come up during the wedding season, like card-designers and printers, mehendi (henna) designers, event managers, decorators, etc. B) someone who is good at dance and likes dancing, can start a dance-training institute for serious dancers and also for people who want to slim down by doing fun exercises. | 2 |
| Q.9. | Mention any two steps of building self-confidence. | 2 |
| Q.10 | Adopting this style of communication results in effective communication. You are able to understand others much better and they too can understand you. | 2 |

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| | Identify and explain the communication style | |
| Q.11. | Write about any two components of green Economy. | 2 |

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| | Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks) | Marks |
| Q.12. | If you happen to be marketing manager in Gujarat Co-operative Milk Marketing Federation Ltd., a producer of number of Amul milk products, how will you classify the following milk products on the basis of Demographic segmentation. A. Amul Kool B. Amul Lite Slim & Trim Milk | 2 |
| Q.13. | Explain the concept of Unique Selling Proposition. Give an example to support your answer. | 2 |
| Q.14. | “Customer are smart and they evaluate between benefits they acquire and price they are paying for those benefits”. Identify and explain the concept stated here. | 2 |
| Q.15. | Identify the types of competition discussed in the following statements A. The most direct form of competition occurs amongst marketers of similar products. For example, competitors in electronic home appliances are LG, Samsung or Philips etc. B. This type of competition occurs among all organizations that compete for the consumer’s purchases. In other words, all firms compete for a limited amount of market share. | 2 |
| Q.16. | Explain the role of motivation in Consumer Decision Making Process | 2 |

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| | Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks) | Marks |
| Q.17. | In recent era, “Product-oriented concepts in marketing mix have shown transition to the consumer-oriented concept”. Explain the model | 3 |
| Q.18. | Explain the following concepts in detail: a) Socio cultural forces b) Demographic forces | 3 |
| Q.19. | Green Glow Skincare is a cosmetic company that offers vegan skincare products. They cater to people who avoid animal products, providing items like plant-based moisturizers and cruelty-free serums. This specialized focus helps them build strong customer loyalty among vegan consumers. They are not in competition with giant companies like L’Oréal and Maybelline. Which type of targeting is adopted by Green Glow Skincare? Explain in detail. | 3 |

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| | Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks) | Marks |
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| Q.20. | After collecting information from a sample of customers and potential customers about perceptions of each product on the determinant attributes mention the immediate four steps to be followed by a company in the positioning process. | 4 |
| Q.21. | Body Shop, a cosmetic company uses only vegetable-based materials for its products. It is also against Animal testing, supports community trade, activate Self Esteem, Defend Human Rights, and overall protection of the planet From the above case: A. Identify and explain the marketing philosophy discussed in the case above. B\ . Imagine yourself as the Marketing Manager of Super Toys. Suggest and explain an alternative Marketing Philosophy | 4 |
| Q.22. | Discuss in detail about the marketing mix of Products | 4 |
| Q.23. | Identify and explain the various Macro-environmental factors A) A chocolate making company has decided to make more sweetened chocolates for people living in a particular country. B) With the winning of a new party in a particular country an automobile company has decided to take back its plan of opening 15 plants in that country. C) A super bike producing company has decided to withdraw its earlier proposal of opening 10 new plants in a country as it finds the per capita income of that country too low to purchase its bikes in large numbers. D) A particular channel refrains from showing the advertisement of a particular product as it is banned by the government. | 4 |
| Q.24. | Discuss in detail about the various steps involved in consumer Decision Making process. | 4 |