



# INDIAN SCHOOL AL WADI AL KABIR

## Pre-Mid-Term Examination 2025-26

### SUB: Marketing & Sales (412)

Date: 25/05/2025

Time Allowed: 1 hour

Class: X

Maximum Marks: 30

#### SECTION A: OBJECTIVE TYPE QUESTIONS

Q. No.	Answer any 4 out of the given 6 questions on Employability Skills (4 x 1 = 4 marks)	Marks										
1.	The word Communication is derived from a) Greek, b) Latin, c) French d) German	1										
2.	<div>Match the Following</div> <table><tr><th>Communication Barrier</th><th>Examples</th></tr><tr><td>1. Language</td><td>A. Talking over phone during a live Musical event</td></tr><tr><td>2. Emotional</td><td>B. Hugging is an act of disrespect in some foreign Countries</td></tr><tr><td>3. Environmental</td><td>C. Talking in French when other party knows only Spanish</td></tr><tr><td>4. Cultural</td><td>D. Teacher is angry when students couldn't complete their grading activity</td></tr></table> <div>a) 1-B, 2- C, 3- A, 4- D b) 1- C, 2- D, 3- A, 4- B c) 1- A, 2- B, 3- C, 4- D d) 1- A, 2- C, 3- B, 4- D</div>	Communication Barrier	Examples	1. Language	A. Talking over phone during a live Musical event	2. Emotional	B. Hugging is an act of disrespect in some foreign Countries	3. Environmental	C. Talking in French when other party knows only Spanish	4. Cultural	D. Teacher is angry when students couldn't complete their grading activity	1
Communication Barrier	Examples											
1. Language	A. Talking over phone during a live Musical event											
2. Emotional	B. Hugging is an act of disrespect in some foreign Countries											
3. Environmental	C. Talking in French when other party knows only Spanish											
4. Cultural	D. Teacher is angry when students couldn't complete their grading activity											


3.	Which type of feedback is most helpful for improving communication? a. Negative feedback b. Positive feedback c. No feedback d. Indirect feedback	1
4.	Identify the part of speech for the word "quickly" in the sentence: "She ran quickly to catch the bus." a. Noun b. Verb c. Adjective d. Adverb	1
5.	Arun was watching a TV, when she came across Tom and Jerry's add. He started smiling. His sister after seeing him in a good mood started eating popcorn from his bowl. Which type of communication takes place between Arun and his sister. a. Verbal Communication b. Non-Verbal Communication c. Visual Communication d. All of the above	1
6.	Which of the following is an example of an Imperative sentence? a. How are you? b. I love ice cream. c. Go to bed d. What a surprise!	1

	<b>Answer any 12 questions out of the given 14 questions of 1mark each: (12 X 1 = 12)</b>	Marks
7.	Define Marketing Mix?	1
8.	_____ is an example of Product marketing mix a. Car b. Beauty salon c. Hospital d. Banks	1
9.	Ram wants to place an order for a sports watch on Amazon. While doing so, he followed a series of step such as selection of product, placing an order, making its payment and delivery. Identify the element of Marketing mix being discussed? a. People b. Service c. physical evidence d. Process	1
10.	The service marketing mix consists of _____ P's	1

	a. 4 b. 5 c. 6 d. 7	
11.	Who proposed 4P classification of Marketing mix?	1
12.	Which element of Marketing mix deals with the value of goods and services a. Product b. price c. Place d. promotion	1
13.	Lulu's Scratch and Win offer is an example of _____ method of promotion a. Advertisement b. Personal selling c. Direct Mail d. Sales promotion	1
14.	A dress designer wishes to sell his unique exclusive dress to wealthy customers. Which pricing strategy should he use? a. Penetration b. Skimming c. Cost-plus pricing d. Hour-based pricing	1
15.	All the elements of Marketing mix are _____ a. Interdependent b. Independent c. consistent d. variable	1
16.	Give one example of Indirect distribution network?	1
17.	Which type of pricing method is used by a photographer? a. Cost-Plus method b. Hour-Based method c. Penetration Pricing d. Premium Pricing	1
18.	What are the additional 3 Ps in the service-marketing mix?	1
19.	Sales promotion can involve all of the following EXCEPT: a) Loyalty program b) TV commercials c) Samples d) Coupons	1

20.	A publisher wants to reach new customers overseas. Which would be the most cost-effective form of promotion. a) Sales promotion b) Radio advertisement c) Online advertisement d) Newspaper advertisement	1
-----	---	---

**PART B: SUBJECTIVE TYPE QUESTIONS**

	<b>Answer any 1 out of the given 3 questions in 20 – 30 words each (1 x 2 = 2 marks)</b>	Marks
21.	What is the importance of feedback in communication?	2
22.	state some of the strategies to overcome barriers to effective communication?	2
23.	<p>A) Amit and Rohit are friends. One day both of them were discussing about the advantages and disadvantages of Internet. Identify the type of communication used?</p> <p>B) Identify the type communication being depicted in the picture?</p> 	2

	<b>Answer any 2 out of the given 4 questions in 20 – 30 words each (2 x 2 = 4 marks)</b>	Marks
24.	Define Product marketing mix?	2
25.	<p>A) Sony Corporations produces smart pens. Its firm is located in Mumbai. Its customers are geographically scattered. It has to supply its products across India through various distribution channels. Name the distribution network adopted by Sony Corporations.</p> <p>B) Bank Muscat is an example of which type of Marketing Mix.</p>	2

26.	Swathi is producing pickles and khakra and is selling directly to customers by visiting door to door. Identify and define the type of promotion used by Swathi.	2
27.	What is penetration pricing?	2

	<b>Answer any 2 out of the given 3 questions in 50– 80 words each (2 x 4 = 8 marks)</b>	Marks
28.	"Promotion is the communication aspect of entire marketing function". What are the various tools used by the marketers to promote their products and services"? Define any two of them.	4
29.	Identify the element of Marketing Mix of products or services: A) A consumer product manufacturing company is offering a number of consumer product like toiletries, detergent powder, food products etc. B) A TV manufacturing company is spending substantial amount of money to persuade the target customers to buy its T.V. sets through advertisements, personal selling and sales promotion techniques. C) Rajesh has placed an order for Samsung ultra S25 mobile phone on Flipkart. He is located in Rajasthan. How Samsung will be delivering mobile phone to Rajesh. D) Imagine you visit Costa Croaster, a popular restaurant. The dining area is spotless, with modern, comfortable seating and a warm, inviting atmosphere. The menu is beautifully designed, and the Hungry Wok logo is prominently displayed. These elements make you feel welcome and confident in the restaurant's quality, encouraging you to dine there regularly.	4
30.	Define the following terms: A. Hour-Based Pricing B. Skimming Pricing C. Cost plus Pricing D. Premium Pricing	4