INDIAN SCHOOL AL WADI AL KABIR

Class: XII	**Department: Commerce**
Subject:	**Marketing - 2026**
OTQs & DTQs	**Chapter 5: Emerging Trends in Marketing**

QT NO	OBJECTIVE TYPE QUESTIONS
1	Which of the following best describes a service? a. A physical object that can be stored in a warehouse b. A deed, a performance, an effort c. A product whose ownership passes to the buyer d. A commodity that can be produced in advance
2	A customer cannot examine a dry-cleaning service or a consulting session before it is delivered, because it cannot be seen, touched or held. This characteristic of services is called: a. Heterogeneity b. Intangibility c. Perishability d. Non-ownership
3	Which of the following is a tool of online marketing? a. Billboard advertising b. Newspaper print advertisement c. Search Engine Optimisation (SEO) d. Radio jingle
4	Which social media platform is described as a professional business-related networking site that helps members generate sales leads and business partners? a. Foursquare b. WhatsApp c. Instagram d. LinkedIn
5	A scheduled flight leaves with 40 empty seats. The airline cannot sell those seats later or store them for the next flight. Which characteristic of services does this illustrate? a. Heterogeneity b. Simultaneity c. Perishability d. Intangibility
6	Using an ATM or a weighing machine at a railway station is a service where only the customer is present and no employee is involved. On the basis of customer–employee presence, such a service is called: a. Remote service b. Interpersonal service c. Mass service d. Self-service

7	At a busy hospital, the help-desk staff patiently listen to each patient and quickly sort out the specific problems they face. Which criterion of service quality is mainly shown here? a. Responsiveness b. Tangibles c. Security d. Access
8	Which of the following statements about online marketing and digital marketing is correct? a. Digital marketing is an umbrella term that covers the Internet and also mobile phones, display advertising and other digital media b. Digital marketing is limited only to email and websites c. Online marketing cannot be measured in a real-time environment d. Online marketing and traditional marketing both depend mainly on print and television
9	A) Heterogeneity makes it difficult to standardise the quality of a service. R) Production and consumption of a service take place simultaneously, so a faulty service cannot be corrected before it reaches the customer. a. Both A and R are true, and R is the correct explanation of A. b. Both A and R are true, but R is not the correct explanation of A c. A is true but R is false d. A is false but R is true
10	Mrs Kapoor is a Chartered Accountant and a member of the Institute of Chartered Accountants of India. She prepares a separate, tailor-made tax plan for each client and takes independent decisions about each client's needs. She serves only a small number of clients each day. Which option correctly matches her service's classification and the service-quality criterion most strongly shown? a. Low customisation and low empowerment; Courtesy b. High customisation and high empowerment; Competence c. High customisation and low empowerment; Tangibles d. Low customisation and high empowerment; Access
	DESCRIPTIVE TYPE QUESTIONS
1	Differentiate between a product and a service with the help of the example of a bottle of Coke and a ride in the Delhi Metro.
2	State any two points that show the importance of the service sector in India's economy.
3	Explain the characteristics of *Intangibility* and *Perishability* of services, giving one example of each.
4	Explain any three criteria used to judge the quality of a service, giving an example of each.
5	Distinguish between online marketing and traditional marketing on any three points.
6	

<table>
<tr><td></td><td>RapidWings Airlines is a new regional airline. Its flights are often late, and passengers say the crew do not respond to complaints. The helpline is hard to reach, waiting-area chairs are broken and some staff wear untidy uniforms. On weekdays, nearly one-third of the seats on its flights fly empty.
From the above case:
a. Identify any two service-quality criteria that RapidWings is failing to meet. Give a reason for each.
b. Name the characteristic of services that explains the problem of empty seats.
c. Suggest one marketing step the airline can take to manage this problem.</td></tr>
<tr><td>7</td><td>FreshBite is a small bakery in Jaipur. It started an Instagram page with videos of its cakes, collected customer email addresses on its website to announce festival offers, and uses WhatsApp to take orders. Through analytics tools, the owner found that the email offers bring more repeat purchases than Instagram posts. However, she also notices that many other bakeries are posting similar content and that some customers complain online that they cannot judge the cake without touching or tasting it.
From the above case:
a. Identify any two online or social media marketing tools used by FreshBite.
b. How does the use of analytics help FreshBite? Explain with reference to the case. Identify two disadvantages of online marketing faced by FreshBite and suggest one practical way to reduce any one of them.</td></tr>
<tr><td>8</td><td>A multiplex cinema has full houses on Saturdays and Sundays but is almost empty on weekday afternoons. Since a seat that goes unsold cannot be stored for the next show, the manager must act on the demand side.
Suggest and justify any promotion mix tools that can help the manager.</td></tr>
<tr><td>9</td><td>Study the age-wise social media data (in millions of users) given in Figure 5.1 of your chapter:
<table><tr><th>Age group</th><th>LinkedIn</th><th>Instagram</th><th>Facebook</th></tr><tr><td>18–24</td><td>4.5</td><td>5.4</td><td>63</td></tr><tr><td>25–34</td><td>5.4</td><td>2.4</td><td>42</td></tr><tr><td>35–54</td><td>2.09</td><td>0.67</td><td>18</td></tr></table>
Two companies plan to start social media campaigns:
Company A is a youth fashion brand that wants to reach customers aged 18–24.
Company B is a corporate-training firm that wants to find business clients and professionals aged 25–34.
From the above data:
a. Which platform would you recommend for each company? Justify your answer using both the data and the nature of each platform.
b. The data shows that Facebook has the largest number of users in every age group. Why might the largest platform still not be the best choice for Company B?</td></tr>
<tr><td>10</td><td>“Online marketing creates many opportunities for businesses, but it also brings inherent challenges.” Discuss any three advantages and two disadvantages of online marketing. Then give a reasoned conclusion on whether a small local business should shift entirely from traditional marketing to online marketing.</td></tr>
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QT NO	ANSWER KEY & MARKING SCHEME (FOR TEACHER USE)
	OBJECTIVE TYPE QUESTIONS
1	**b.** A service is "a deed, a performance, an effort".
2	**b.** A service has no physical shape and cannot be examined before it is delivered.
3	**c.** SEO is an online tool; the others are traditional media.
4	**d.** LinkedIn is the professional networking platform that helps generate leads.
5	**c.** Services cannot be stored; unsold capacity is lost.
6	**d.** Only the customer is present, so it is self-service.
7	**a.** Willingness to help customers and solve their specific problems is responsiveness.
8	**a.** Digital marketing is the broader umbrella term.
9	**a.** Because production and consumption are simultaneous, faults cannot be fixed beforehand, which makes uniform quality hard to maintain.
10	**b.** Tailor-made advice with independent decisions means high customisation and high empowerment; ICAI membership shows competence.
	DESCRIPTIVE TYPE QUESTIONS
1	A product is a physical item that can be owned and stored; a service is a process or performance. A bottle of Coke is a product (not a service, though it can be *served*), while the Metro ride is the service, not the train itself. *(1 mark for the difference, 1 mark for correct use of the examples.)*
2	Any two, 1 mark each: the service sector contributes about 57% of GDP (2012–13); India has one of the fastest-growing service sectors in the world; the IT industry is the largest private-sector employer; the share of agriculture in GDP is declining (17% in 2013–14), so services are the main driver of growth.
3	*Intangibility* (1.5 marks): a service cannot be seen, touched or held and has no physical shape, so it cannot be examined before it is delivered; e.g. ticketing, schooling, babysitting. *Perishability* (1.5 marks): a service cannot be produced and stored before consumption; e.g. an empty flight seat is lost forever. Services marketers therefore focus on managing demand.
4	Any three, 1 mark each (explanation plus example): Reliability (IndiGo flights on time); Access (Haryana Roadways buses available to all); Security (safety measures by Air India); Credibility (Indian Railways refunding wait-listed tickets); Understanding the customer (surveys by Hindustan Unilever); Responsiveness (information booth at a bus stand); Competence (a CA who is a member of ICAI); Courtesy; Tangibles (waiters in clean uniforms); Communication.
5	Any three, 1 mark each. *Media used:* traditional uses print, billboards, TV and radio; online uses email, social media, display ads and SEO. *Measurement:* online campaigns can be analysed in real time; traditional ones are hard to measure (e.g. national TV campaigns measured through focus groups). *Cost:* traditional marketing was often prohibitively expensive; online can start at little to no cost. *Experimentation:* online allows controlled experiments and ROI optimisation; traditional methods do not.
6	a. Any two, 1 mark each (criterion plus reason): Reliability (flights late); Responsiveness (crew do not respond to complaints); Access (helpline hard to reach); Tangibles (broken chairs, untidy uniforms). b. Perishability (1 mark). c. Any one: off-peak weekday fares or discounts; special offers for weekday travel; advance-booking incentives (1 mark).
7	a. Any two, ½ mark each: social media marketing (Instagram), email marketing, WhatsApp, video marketing (1 mark in all). b. Analytics showed which channel (email) drives repeat purchases, so the owner can put more effort and money into the most cost-effective channel (1 mark).

	c. Any two disadvantages, ½ mark each: crowded and competitive; hard to catch attention; no touch-and-feel; impersonal. One practical remedy, 1 mark: e.g. free samples, customer reviews and photos, unique local content.
8	Any three, with justification (1 mark per pair, 1 mark for overall reasoning). *Pricing:* cheaper weekday-afternoon tickets, student/senior discounts. *Promotion:* weekday combo offers (ticket plus snacks), social media promotion of matinee shows. *Product/Process:* special matinee screenings for particular groups. *Place:* advance online booking with flexible slots. *People:* tie-ups with colleges and offices for group bookings.
9	a. (3 marks) Company A: Instagram (5.4 Mn users aged 18–24; visual platform) or Facebook (63 Mn in this age group; supports videos, photos, testimonials), if justified. Company B: LinkedIn (5.4 Mn users aged 25–34, its highest group; professional networking platform that helps generate sales leads and business partners). b. (2 marks) Reach alone is not enough. Facebook is a general social platform with a large, diverse audience; LinkedIn's users are professionals and businesses, so the audience is more relevant, targeted and likely to convert into leads. Effectiveness depends on audience fit, not size.
10	Advantages, any three, 1 mark each: brand awareness and 24/7 customer support; ability to measure the impact of each channel; acquiring valuable customers by analysing visitor behaviour; analytics to find cost-effective channels; finding channels that drive repeat purchases and higher lifetime value; customer analysis for upselling. Disadvantages, any two, ½ mark each: impersonal; crowded and competitive; hard to capture attention; no touch-and-feel. Conclusion, 1 mark: e.g. a small business should adopt online marketing because it is low-cost and measurable, but keep some traditional or personal contact rather than shifting entirely. Accept any well-reasoned view.