




INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
	Chapter 1: Introduction to Marketing

Qt no.	
1	<p>A person in North India would satisfy his hunger with rajma and chawal while a person from South India would like to have fish curry and rice.</p> <p>Which core concept of marketing is being discussed in the above case?</p>
2	<p>A company specializing in organic skincare products conducts market research to understand consumer preferences and needs. Through surveys and focus groups, they discover that there is a growing demand for cruelty-free and environmentally friendly beauty products. In response, the company launches a new line of organic skincare products made from sustainably sourced ingredients, highlighting their benefits such as nourishing properties and eco-friendliness.</p> <p>Identify the objective of marketing.</p>
3	<p>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.</p> <p>Which concept of marketing is addressed in the case above?</p>
4	<p>Ralph went to a salon for a haircut. The hairstylist gave Ralph a haircut according to his expectations. After getting the haircut, Ralph paid the hairstylist for his services.</p> <p>Which concept of marketing is being highlighted in the case above?</p>
5	<p>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, it's 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</p> <p>The above is an example of _____</p> <ul style="list-style-type: none">a. Productb. Servicesc. Experienced. People
6	<p>In India, Bangalore is known as the silicon valley of India. Kerala is known as God's own country. Madhya Pradesh is known as "Heart of incredible India". A campaign by Amithabh Bachan for Khushoo Gujrat ki</p> <p>The above is an example of _____</p>

	<ul style="list-style-type: none"> a. Product b. Place c. Services d. People
7	<p>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.</p> <p>The above is an example of _____ marketing philosophy</p> <ul style="list-style-type: none"> a. Production concept b. Product concept c. Selling concept d. Marketing concept
8	<p>Apple and Google prioritize innovation and quality over low cost. By continuously enhancing their products with rich features and diverse applications, they attract consumers who want superior performance and value. This approach has enabled both brands to thrive in competitive markets, demonstrating that a good product will sell itself.</p> <p>Instead of focusing solely on affordability, Apple and Google prioritize product improvement and customer satisfaction to maximize profits. Their success shows the importance of offering high-quality products that meet consumers' changing needs and preferences.</p> <p>The above is an example of _____ marketing philosophy</p> <ul style="list-style-type: none"> a. Production concept b. Product concept c. Selling concept d. Marketing concept
9	<p>According to _____ marketing philosophy, Customer satisfaction is the strongest pillar of marketing where company assures that customers are satisfied after buying a product or service.</p> <p>The above is an example of _____ marketing philosophy</p> <ul style="list-style-type: none"> a. Production concept b. Product concept c. Selling concept d. Marketing concept
10	<p>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.</p> <p>The above is an example of _____ marketing philosophy</p> <ul style="list-style-type: none"> a. Production concept b. Product concept c. Selling concept d. Societal marketing concept
11	Enlist the pillars through which marketing believes in profit maximisation.

	<p>Ans:</p> <ul style="list-style-type: none"> • Identification of target customers of target market • Understanding of needs and wants of customers • Developing products or services as per the needs and wants of customers • Satisfaction of needs of customers
12	 <p>The image given above is an example of _____</p> <ol style="list-style-type: none"> Property Service Events People
13	<p>Creating awareness on issues like Family Planning, AIDS awareness, discouraging-smoking, child labour, domestic violence, wearing of helmet while driving, blood and eye donation etc. are all an example of _____</p> <ol style="list-style-type: none"> Ideas People Property Information
14	<p>_____ the potential customers of future.</p> <ol style="list-style-type: none"> Customer Consumer Prospects Marketer
15	<p>Consumer Markets comprises of _____</p> <ol style="list-style-type: none"> Fast moving consumer goods (FMCG) Industrial markets Intermediate markets All the above
16	<p>Market offering can be combination of _____</p> <ol style="list-style-type: none"> Product & services Information Places All of above
17	<p>Marketers builds company's reputation by creating _____ of company in general public's eyes.</p> <ol style="list-style-type: none"> Sales Image Logo None of above
18	<p>"Korean Celebrity Lee Min-ho Takes a Turn Towards Social Responsibility After Controversy"</p>

	<p>Following a tumultuous period marked by controversy, Korean actor Lee Min-ho has taken a significant step towards redemption. The once-notorious celebrity, known for his involvement in various scandals, has embarked on a journey of social work and philanthropy. Lee Min-ho, famed for his roles in hit dramas, has been actively participating in charity events and volunteer work, aiming to make a positive impact on society. His recent endeavours include supporting underprivileged communities, promoting environmental conservation efforts, and advocating for mental health awareness.</p> <p><i>Source: Koimoi</i></p> <p>The above article indicates one of the following objectives of Marketing. Identify the same.</p>
19	Customer satisfaction is a _____ component which reflects the state of difference between product or service experience with that of expectation (post purchase).
20	Customer value is a _____ component which reflects the state of difference between customer benefits and customer costs _____ purchase (pre-purchase).