



Date: 11.09.23
GRADE: XI

TERM 1 EXAMINATION (2023-24)
MARKETING [812]

Max marks: 60
Time: 3 Hours

1. This question paper contains 33 questions. All questions are compulsory.
2. Marks are indicated against each question.
3. Questions 1 to 19 carries 1 mark each.
4. Questions 20 to 23 carries 2 marks each.
5. Questions 24 to 30 carries 3 marks each.
6. Questions 31 to 33 carries 4 marks each.

Qn. No		Marks allocated
1	What is the purpose of communication? (A) Inform (tell someone about something). (B) Influence (get someone to do something you want). (C) Share thoughts, ideas, feelings (D) All of the above	1
2	Which of the following method is used to receive information from the sender? (A) Listening (B) Speaking (C) Telling (D) Writing	1
3	By which action can a sender send his or her message? (A) Listening (B) Speaking. (C) Sleeping (D) None of the above	1
4	Identify the appropriate word most suitable that means use of simple words and say what is needed. (A) Clear (B) Correct (C) Concise. (D) Complete	1

5	Choose the correct example of oral communication (A)Reports (B)Newspapers (C) Face to face interaction. (D)Notes	1
6	What are the words we should use when we communicate verbally? (A) Use straight words (B) Use simple words (C) Use precise words. (D) Use fixed words	1
7	_____ the potential customers of future. (A)Customer (B)Consumer. (C)Prospect (D)Marketer	1
8	Consumer Markets comprises of (A)Fast moving consumer goods (FMCG) (B)Industrial markets (C)Intermediate markets (D)All the above	1
9	Market offering can be combination of (A)Product & services (B) Information (C)Places (D) All of above	1
10	Market consists of (A)Actual buyers (B)Both a and b (C) None of the above (D) Potential buyers	1
11	Marketers builds company's reputation by creating _____ of company in general public's eyes. (A)Sales (B)Image (C)logo (D)None of above	1

12	The public comes to know about the product of the company through _____ . (A)Television (B)Newspaper (C)Radio (D) All the above	1
13	_____ is the state of being deprived of something. A) Customer Value. B) Customer satisfaction C)Needs. D)None of the above	1
14	Marketing is a core business discipline, it covers _____ A) Advertising B) Promotions C)Public relations D) All the above	1
15	Customer value is a difference of total customer benefits and _____ (A)Total customer experience (B)Total customer cost (C) Warranty (D)None of the above	1
16	The nature of goods and services demanded in a society depends upon (A) Fashion trends. (B) people's attitudes, customs, socio-cultural values (C)Future expectations (D)None of the above	1
17	A business survives and grows if it (A)Does not adapt to external environmental changes. (B)Remains indifferent (C) Adapts to external environmental changes (D)None of the above	1

18	High rate of inflation and exchange rate----- business sentiment in a country. (A)Encourage (B)Promote (C)Discourage (D)None of the above	1
19	The macro environment for business activity can be termed as. (A)PEST (B) POSTER (C)PESTER (D)None of the above	1
20	In metropolitan cities due to fast lifestyle there is more demand for. (A) Medicines and spectacles (B) Fast food electronic and home appliances (C) Baby foods and toys (D)None of the above	1
21	Application of technological changes i.e whether new product may become popular or what type of technology advancement s are about to take place. (A) Competition in Market (B) Technology trends (C) Both a and b (D)All of the above	1
22	A keen watch on the trends in the environment would help to sensitize the firm's management to the changing _____ (A) Technology. (B) Management (C)Both a and b. (D)All of the above	1
23	Search of alternatives and choice of strategy to deal with the environment are parts of image building process. State True or False	1
24	Identify the importance of environmental scanning. (A) Determining Opportunities (B) Economic Forces (C) Demographic Forces (D) Technological Forces	1
25	There is an increasing trend towards _____because of easier availability of (1)information technology throughout the world (A) E-commerce (B)Mass production (C) Both (D)None of the above	1

26	_____ starts before production of goods but continues after selling of products. (A) Directing. (B) Marketing (C) Customer satisfaction (D) Demand	1
27	Wants backed by willingness and purchasing power are called _____. (A) Services. (B) Marketing (C) Both a and b. (D) Demands	1
28	Customer satisfaction is _____ which reflects the state of difference between product or service experience with that of expectation (post purchase) (A) Direct marketing. (B) People (C) Demand. (D) Reactive component	1
29	The intangible acts and deeds offered from one party to another without the transfer of title is called _____. (A) Product. (B) Services (C) Both a and b. (D) None of the above	1
30	Wants are human needs shaped by _____ and _____. (A) Customer satisfaction and expectations (B) Culture and personality (C) Both a and b. (D) None of the above	1
30	Explain the importance of communication. OR .Explain the elements of communication.	2
32	Explain the factors affecting perspectives in the process of communication. OR Explain any 2 c's of effective communication.	2
33	Explain the communication and its origin.	2
34	List down the macro environmental factors/Forces which affect organization's marketing decisions and activities.	2
35	Explain the term demography.	2

36	Explain the meaning of opportunities in marketing.	2
37	What managers are expected to do to maintain 'ecological balance ' in marketing?	3
38	List and explain the elements affecting external micro-environment.	3
39	Give any 4 points of difference between Macro and Micro environment.	4
40	List down the various aspects to which the management has to make a good market research before production or launching of the product.	4
41	Explain the objectives of marketing	4
	THE END	