



Date: 16.2.24
GRADE: XI

ANNUAL EXAMINATION (2023-24)
MARKETING [812]

Max marks: 60
Time: 3 hours

General Instructions:

1. This question paper contains 24 questions in two sections-Section A and Section B
2. Marks are indicated against each question.
3. Answers should be to the point.
4. Answers to the questions carrying 2 marks in 20 to 30 words
5. Answers to the questions carrying 3 marks in 30-50 words.
6. Answers to the questions carrying 4 marks in 50-80 words.
7. Attempt all parts of the questions together

Qn. No	SECTION A	Marks allocated
1.	Answer any 4 out of the given 6 questions on Employability Skills	(1x4=4)
i	Which of the following is not among the basic principles of effective communication? a) Concrete b) Complete c) Courteous d) Corresponds	1
ii	_____ is important in having mutual understanding with colleagues? a) Listening b) Speaking c) Talking d) Writing	1
iii	When we press the right mouse button on a paragraph or image or any object, which menu is displayed? a) Content Menu b) Context Menu c) Status Menu d) Tool Menu	1
iv	The qualities of Entrepreneur's creativity and innovation quality are closely related. Yet, they are different. State the difference.	1

v	Which of the following options will promote green economy? a)Use of non-renewable resources b)Sustainable Development c)Social Protection d)Creating Jobs	1
vi	_____ are a set of dreams with a deadline to achieve them.	1
Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i	Which one of the following phrases reflects the marketing concepts? a)The supplier is king in the market b)Marketing should be viewed as hunting not gardening c)This is what I make, won't you please buy it? d)This is what I want, won't you please make it?	1
ii	STP stands for_____.	1
iii	Which of the following products do not belong to the same kind of market? a) Bhujia and Bhelpuri b)Hospital bed and tractor d)Mechanised watch and Electronic watch e)A cricket bat and a football	1
iv	Name the Latin word from which the term Market has originated.	1
v	Define Generation Y.	1
vi	Due to Covid-19, offline schooling was stopped for almost one and a half year. This affected the business of chalk and duster manufacturers negatively whereas the business of laptops and internet service providers enjoyed high demand for their products. Which of the following environment is discussed here: a)Internal environment b)Micro environment c)Controllable environment d)Macro environment	1
vii	In this form of competition modern marketers accept the argument that all firms compete for a limited amount of market share. Which type of competition is this: a)Competition from similar products b)Competition from substitute products c)Competition among all firms d)No competition at all	1
Q.3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	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 d)Political dimension and Social dimension	1

ii.	Manu goes to school which is mile always from his home by walking everyday. Due to increasing temperature he insisted his parents to buy him a bicycle in order to make his daily commute between home and school easier. State which buying role is played by Manu here a)Influencer b)Initiator c)Buyer d)Decider	1
iii	Making the product available at all possible outlets is the motto of a)Intensive distribution b)Exclusive distribution c)Selective distribution d)Partial distribution	1
iv	Who is considered as the father of Modern Marketing?	1
v.	_____ is a person who purchases the product but may not directly consume it.	1
vi.	A _____ is any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives. a)Competitors b) Intermediaries c) Public d)Supplier	1
vii.	Positioning is done to achieve (a)Customer Focus Value proposition (b)Product-Focused value proposition (c)Company Focused value proposition (d)Employee Focused value propostion	1
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Lifestyle of people gets reflected in Activities, _____ & _____. (AIO approach)	1
ii.	The term 'Marketing mix' describes a)A composite analysis of all environmental factors inside and outside the firm. b)A series of business decision that aid in selling a product. c)The relationship between a firm's marketing strength and its business weakness. d)A blending of four strategic elements to satisfy specific.	1
iii	Raju grew up in an upper-middle class family and became a successful published author. However, he did not feel that he was a success and walked into a lake, drowning himself. What level of needs was he missing? a)Physiological b)Esteem Need c)Love and Belonging d)Safety and Security	1
iv	USP stands for a)Universal Selling process b)Unique Selling positioning	1

	c)Unique Selling proposition c)Universal Selling Product	
v	The external environment: _____. a)Can be controlled similar to internal environment b)Does not change over time c)Does not impact Fortune 500 Companies d)Must be continually monitored by Marketing Managers	1
vi	Mass Marketing Strategy is also known as _____.	1
Q. 5 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)		
i	Bunny is fond of eating chocolates and love to try new brands of chocolates in the market. Most of the time he makes selection among the two or three famous brands of chocolates in the market. Judge the loyalty of Bunny towards chocolate brands. a)Hard Core Loyal b)Soft Core Loyal c)Shifting Loyal d)Switchers	1
ii	Define Personality as a psychological factor.	1
iii.	Marketers create _____ & _____ utility for its customers.	1
iv	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
v	It is informal communication about the benefits of the product by satisfied customer a) Publicity b)Personal Selling c)Word of mouth communication d)Advertising	1
vi	Merchants & Agents are the type of _____.	1
Q.6 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)		
i.	The _____ is the person who changes the product to usable form for consumption in terms of domestic usage.	1
ii.	Market consists of: a)Potential Buyer b)Actual Buyer c)Both(a) & (b) d)Semi Buyer	1
iii.	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
iv	"A product might be really good but if the consumer feels it is useless, he/she would never buy it". This is an example of a)Learning b)Perception c) Belief d)Attraction	1

v	Parents play the role of _____ in selection of movies for children.	1
vi	Which markets include organisations that buy goods for producing other goods and services for the purpose of earning profit? a) Consumer market b) Industrial market c) Institutional market d) Reseller market	1
	SECTION B: SUBJECTIVE TYPE QUESTIONS Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks) Answer each question in 20 - 30 words.	
Q7	What possible steps can be taken in Fisheries and transport sector to fulfil the dream of environment friendly economy.	2
Q8	“Not to give up and keep going even when the difficult situation come up”. Identify the value of an entrepreneur highlighted here. Also explain three more such values.	2
Q9	Frame any 4 open-ended questions that you can ask your friend during a conversation.	2
Q10	List any four ways to build a network of people around you.	2
Q11	Give the steps to save a new word document.	2
	Answer any 3 out of the given 5 questions in 20 - 30 words each (2 x 3 = 6 marks)	
Q12	Study of psychological level of consumers had helped in providing numerous useful outcomes, highlight any four such outcomes.	2
Q13	In recent year producer-oriented model of marketing mix had shown the transition to consumer-oriented model of marketing mix. By preparing a model show the above-mentioned transition.	2
Q14	If you happen to be the marketing manager of good morning bakers, a producer of number of variety of breads, where will you put your products in following consumer segments comprising of Kids, Youth, Health conscious, Food lovers.	2
Q15	Name and explain the process by which a firm recognizes potential opportunities and threats.	2
Q16	“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
	Answer any 2 out of the given 3 questions in 30- 50 words each (3 x 2 = 6 marks) Q. 17 Identify and explain the stated concepts a) Duty of business doesn't end by just meeting needs & wants of consumer b) Building strong relationship with customer and its partners c) Customers can be convinced & Influenced to buy the product 3 Q. 18 Differentiate between market skimming policy and market penetration policy stating the basis. 3	

Q17	Identify and explain the stated concepts a)Duty of business doesn't end by just meeting needs & wants of consumer b)Building strong relationship with customer and its partners. c)Customers can be convinced & Influenced to buy the product.	3
Q18	Differentiate between market skimming policy and market penetration policy stating the basis.	3
Q19	What is positioning? How is it done? What are the bases of product positioning?	3
	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	
Q20	Identify and explain the type of dimension to the following are related: a) Banks reduces the interest rate on house loans b) No. of working women in increasing c) Reservation of tickets by Internet d)Ban on Single Use Plastic Items Q. 21 It is nearly impossible to serve the entire population of a country like India by one single company. so, to define the customers, population of country is divided based on numerous variables. Outline and explain four such broad basis of division. 4 Q. 22 "FGH' is a famous chain selling a large variety of products in the Indian market. Their products include chips, biscuits, sweets and squashes. It charges a comparatively higher price than its competitors as it sells quality products. Besides, it offers regular discounts to its customers and easy credit terms to its retailers. It has five of its own retail shops. It also sells its products through various grocery stores so that the products are made available to customers at the right place, in the right quantity and at the right time. It regularly uses different communication tools to increase its sales. The above paragraph describes the combination of variables used by FGH to prepare its market offering. Identify and explain the variables by quoting the relevant lines. 4 Q. 23 A person purchasing air conditioner will probably compare prices, visit dealer showroom, read online reviews and ask for advices from friends before making the final decision. Identify the process stated here and write the detailed steps of the same. 4 Q. 24 "Marketing is not merely confined to only goods & services". In the light of given statement discuss scope of marketing in detail. (8 points) 4	4
Q21	It is nearly impossible to serve the entire population of a country	4

	like India by one single company. so, to define the customers, population of country is divided based on numerous variables. Outline and explain four such broad basis of division.	
Q22	<p>"FGH' is a famous chain selling a large variety of products in the Indian market. Their products include chips, biscuits, sweets and squashes. It charges a comparatively higher price than its competitors as it sells quality products. Besides, it offers regular discounts to its customers and easy credit terms to its retailers. It has five of its own retail shops. It also sells its products through various grocery stores so that the products are made available to customers at the right place, in the right quantity and at the right time. It regularly uses different communication tools to increase its sales.</p> <p>The above paragraph describes the combination of variables used by FGH to prepare its market offering. Identify and explain the variables by quoting the relevant lines.</p>	4
Q23	A person purchasing air conditioner will probably compare prices, visit dealer showroom, read online reviews and ask for advices from friends before making the final decision. Identify the process stated here and write the detailed steps of the same.	4
Q24	"Marketing is not merely confined to only goods & services". In the light of given statement discuss scope of marketing in detail. (8 points)	4
THE END		

