



Date: 1.12.23
GRADE: XI

TERM 2 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	Use simple words and say only what is needed. Identify principles of professional communication skills. (a) Clear (b) Concise (c) Concrete (d) Coherent	1
ii	Choose the correct example of oral communication. (a) Reports (b) Face-to-face interaction (c) Newspapers (d) Notes	1
iii	Why do we send emails? (a) To communicate information (b) To share documents and files (c) To talk to each other (d) Both (a) and (b)	1
iv	When you are preparing for a presentation, you should (a) focus on the message (b) practice hand gestures (c) try different speaking techniques (d) All of the above	1
v	Fill the sentence using correct Conjunctions. I study every day _____ I'm getting good grades (a) Or (b) But (c) Yet (d) Because	1

vi	A co-worker approaches you with an idea to increase collaboration in your department .Show that you are actively listening by maintaining eye contact and nodding in agreement This is an example of: (a) Verbal communication (b) Nonverbal communication (c) Listening (d) Speaking	1
2	Answer any 5 out of the given 7 questions	(1x5=5)
i	The intangible acts and deeds offered from one party to another without the transfer of title is called_____.	1
ii	Arrange the following in correct sequence: I-Segmentation II-Positioning III-Targeting (a) I, II, III (b) I, III, II (c) II, III, I (d) III, II, I	1
iii	Dominos is the only pizza brand in India that has geared all its processes to meet its famous 0-minute deadline. The various tasks to be done is performed by the store staff, in given time slots. After the order flashes on kitchen screen, pizza maker immediately begins dough stretching, saucing, spreading cheese and the required toppings. All this is done in 4 minutes. Baking takes next 6 minutes. Then, cutting and packing of pizza is done in warm bags. This process takes another 5 minutes. Further, 8 minutes are assigned for delivery. In total 23 minutes are being allotted to entire process and 7 minutes are kept as buffer for unforeseen circumstances. This way, the 30-minutes pizza home delivery promise is being fulfilled. Which element of service Marketing Mix is highlighted in the above case? (a)Product (b) Promotion (c) Process (d)People	1
iv	Marketer's builds company's reputation by creating _____ of company in general public's eyes . (a) Sales (b) Logo (c) Image (d) Label	1
v	The leading coffee chain across the world, Café coffee day has several products which appeal to the Indian audience, the organization uses various elements of evidence Logo, images, brand: Café Coffee Day uses bright red in its logo. Which P is explained here: (a) Price (b) Place (c) Physical evidence (d)People	1

vi	Increasing the features and quality you offer is a decision made by which marketing mix? (a) Place (b) Product (c) Price (d) Promotion	1
vii	The coronavirus (COVID-19) global pandemic has resulted in changes to advertising, marketing, promotional and media spends, forcing businesses and brands to reevaluate their thinking about current and future advertising and marketing campaigns to maintain a steady stream of income. Identify the type of factor discussed here: (a) Marketing concept (b) Marketing strategies (c) Marketing mix (d) Marketing environment.	1
3	Answer any 6 out of the given 7 questions	(1x6=6)
i	Identify the type of positioning strategy which is helpful in case target audience is illiterate; a) Positioning on the basis of different product class b) Positioning on the basis of symbols or illustrations c) Positioning on the basis of quality d) Positioning on the basis of product characteristics	1
ii	Social marketing comprises of creating awareness on Family Planning, AIDS awareness, discouraging-smoking, child labour, domestic violence, wearing of helmet while driving, blood and eye donation etc. are examples of (a) Idea (b) Services (c) Goods (d) Experience	1
iii	Price becomes an important quality indicator of service in conditions where other information is unavailable, explains which condition of service product. (a) Inseparability (b) Heterogeneity (c) Non ownership (d) Intangibility	1
iv	_____ is influenced by personality characters, lifestyles and values.	1
v	What ETOP stands for? a) Environmental Threat and Opportunity Portfolio b) Environmental Threat and Opportunity Program c) Environmental Threat and Opportunity Profile d) Economic Threat and Opportunity Profile	1
vi	A direct display of the product to the consumers or prospective buyers. (a) Personal selling (b) Public Relations (c) Word of Mouth (d) Sales Promotion	1
vii	Happy, engaged customers are the most effective tool for marketing your business. People get excited when they hear about great products from friends and family. This promotional strategy is called	1

	(a) Direct marketing (c) Word of mouth	(b) Personal selling (d) Sales promotion	
4.	Answer any 5 out of the given 6 questions		(1x5=5)
i	Even if a coffee shop around the corner is more convenient, customers will be more likely to walk to (and spend money at) a shop that gives them better, more personalized service. This is because the customer is receiving: (a) Customer value (c) Customer satisfaction		1
	(b) Customer expectation (d) Customer decision		
ii	The process of evaluating each identified market segment's attractiveness and selecting which segments to enter is termed as: (a) Segmentation (c) Marketing		1
	(b) Targeting (d) Positioning		
iii	In these competitive times marketing managers have to be smart and should have a proactive approach, i.e. planning for the future which is also called _____. (a) Market environment (c) Market dealing		1
	(b) Market offerings (d) Environmental Scanning		
iv	Nike produces shoes for golfers, tennis players, basketball players, for cricketers, and thus serves many segments relating to sports shoes is an example of : (a) Multi-Segment Strategy (c) Large Segment Strategy		1
	(b) Adjacent Segment Strategy (d) Mass Marketing Strategy		
v	Lovely Dresses is a fashion boutique in a famous city. It has a small showroom and offers a personal shopper to help customers select customized items. Purchases are then made to order and fitted to each buyer. Because of their high level of service and attention to detail their products are costly. They define their market as women ages 35-50 with a high income relative to the area's cost of living. This is an example of _____. (a) Segmentation (c) Positioning		1
	(b) Targeting (d) Identifying		
vi	The different methods of communication that are used by marketer to inform target audience about the product is called: (a) Promotion (c) Place		1
	(b) Pricing (d) Product		
5	Answer any 5 out of the given 6 questions		(1 x 5=5)
i	Coca-Cola came into market first in 1886. It has been continually reinventing itself slogan after slogan. The slogans adopted by Coca-Cola, in chronological order, are as follows- Drink Coca-cola; Thirst asks nothing more, All you want is a coke, America's Real Choice; Coca-Cola Enjoy and Open Happiness.		1

	Which marketing process is being discussed above? (a) Selling (b) Positioning (c) Targeting (d) Segmentation	
ii	People, process and physical evidence are the elements of _____. (a) Service (b) Intangible (c) Service marketing mix (d) Marketing mix	1
iii	Which concept holds that consumers will favour the products that are easily available at an affordable price? (a) Production concept (b) Marketing concept (c) Product concept (d) Production cost concept	1
iv	When a firm sets high initial prices which fall with entry of competitors in the market, it is called? (a) Competitive pricing (b) Entry barrier (c) Price skimming (d) Monopolistic competition	1
v	'Smoking is injurious to health' is denoted on packets by the cigarette companies. Identify the macro environmental factor discussed here.	1
vi	The firm prices its product lower than the others in competition to achieve an early breakeven point and to maximise profits in a shorter time span or seek profits from a niche is called _____. (a) Market penetration (b) Differential Pricing (b) Market skimming (d) Geographic Pricing	1
6	Answer any 5 out of the given 6 questions	(1 x 5=5)
i	Which of the following are bases of psychographic segmentation? (a) Personality, social class and lifestyle (b) Occasions, loyalty-status and user-status (c) Gender, income and education (d) Personality, education and loyalty-status	1
ii	The term "Marketing" refers to? (a) Promotion of the product (b) Focusing on sales and profit (c) Strategizing and implementing the organization process (d) Set of activities to deliver customer value and satisfaction	1
iii	Exposure to western modern culture and population shifts from rural to urban areas are _____. (a) Economic factors (b) Political factors (c) Socio-cultural factors (d) Legal factors	1
iv	The independent individuals or organizations that directly help in the free flow of goods and services between marketing organizations and the customers are called _____. (a) Suppliers (b) Intermediaries (c) Customers (d) Competitors	1
v	Who is the father of market segmentation? (a) W. Smith (b) J. Stanton (c) Philip Kotler (d) Gerald Zaltman	1

vi	_____ will enable the buyer to find the products most fitting to their physical and psychological needs. (a) Division (b) Market analysis (b) Classification (d) Segmentation	1
SECTION B: SUBJECTIVE TYPE QUESTIONS Answer any 3 out of the given 5 questions on Employability Skills Answer each question in 20 – 30 words. (2x3=6)		
7	Rewrite the following changing the active sentences to passive and passive sentences to active. (i)The child impressed everyone with his polite manners (ii)A girl from Chennai won the first prize. (iii)The readers like the latest book of the writer. (iv) The marvelous performance delivered by the children enthralled us.	2
8	What is pronunciation and explain the role of pronunciation in communication.	2
9	Write one sentence of each type-statement, question, exclamatory and order.	2
10	State the importance of communication.	2
11	Explain any two factors affecting perspectives in communication	2
Answer any 3 out of the given 5 questions in 20 – 30 words each		(2x3=6)
12	Differentiate between macro environment and micro environment	2
13	Product means only physical products. State True or False. Justify your answer.	2
14	In 2023, Star India is planning to launch a new English general entertainment channel, Star World Premiere, to cater to the 20-35 year-olds. Identify the base of this segmentation and define it.	2
15	Identify two segments to which Olive Oil can be sold.	2
16	Mention the objectives of marketing.	2
Answer any 2 out of the given 3 questions in 30– 50 words each.		(3x2=6)
17	Nissan Motors India is launching its Datsun brand to take on Maruti Suzuki's Alto and Hyundai's Eon and began a road show in 100 places spread over 10 weeks that aims to reach out to a million people. Will you call its strategy as Mass Marketing or Niche marketing? Differentiate between both.	3
18	Environmental scanning is very significant for the organizations. Explain.	3
19	Societal marketing is earning profits by working for society, explain and support with examples.	3
Answer any 3 out of the given 5 questions in 50– 80 words		4x3=12
20	The marketing mix or 4Ps (Product, Place, Promotion & Price) is the combination of strategies and tactics that the firm uses to implement its marketing plan. In this regard, PepsiCo employs various strategies and tactics based on its array of products and	4

	brands. To ensure that marketing mix is based on research and combines facts with innovation, a manager should go through certain clear cut steps. Explain the main steps followed in marketing mix by the marketers to finalize a perfect strategy.	
21	Marketing mix is the combination of four elements called the 4P's- Product, Price, Promotion and Place that every company has the option of adding, subtracting or modifying in order to create a desired marketing strategy. Identify and explain the characteristics of marketing mix.	4
22	Explain the macro environmental factors/ forces which affect organization's marketing decisions and activities.	4
23	Differentiate between selling and marketing concept.	4
24	Rounak is working as marketing manager in a business firm dealing in manufacturing and sale of readymade garments. He wishes to consider the composition of population of whole country and produce and sell the garments to target market accordingly. a) Which basis of market segmentation is being considered by Rounak? b) State the three factors included in the type of market segmentation which is identified in (a)	4