



Date: 11.12.24
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	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) Walking d) Writing	1
iii	The green economy is a macroeconomic approach that emphasizes a) investments b) job creation c) skill development d) All of these	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	Increasing the features and quality you offer is a decision made by which marketing mix? a)Product b)Promotion c)Place d)Price	1
ii	Design is a _____ decision. a)Product b) Price c)Promotion d) Place	1
iii	Giving retailer an incentive to sell your product/service is the responsibility of which marketing mix? a) Product b) Price c) Promotion d) Place	1
iv	Public Relations is managed by which marketing mix? (a) Product b) Price c) Promotion d) Place	1
v	The buying process starts when the buyer recognizes a_____. a)Product or Service b)Shop or Market c)Need or Problem d)Money or Status	1
vi	If performance meets consumer expectations, the consumer is_____. a)Satisfied b) Dissatisfied c)Delighted d) Happy	1
vii	The customer or consumer is _____ when actual performance exceeds the expected performance of the product. a)Happy b) Satisfied c)Dissatisfied d) Delighted	1
Q.3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	Parents buy toys or gifts for their children. This act is considered as _____ in the buying process. a)Buyer b) Decider c)Maintainer d) All of these	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

	a) Market c) Availability of product or service	b) Need or Problem d) Money or funds to buy	
vi	In the second step of the buying process the customer engages in: a) Evaluation of alternatives c) Information search		1
	b) Confirms need or problem d) Buying		
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)		
i	Marketing mix for products consists of_____. a) 4Ps c) 7Ps		1
	b) 8Ps d) 5Ps		
ii	Marketing mix is suggested by_____. a) Philip Kotler c) Peter Drucker		1
	b) Neil Borden d) Neil Armstrong		
iii.	_____ is not a part of marketing mix. a) Product c) Place		1
	b) Purpose d) Price		
iv	Which one of the following sets represents 4C's of the marketing mix? a) Customer solution, cost, convenience, communication b) Customer, cost, convenience, comfort c) Convenience, communication, coverage, cost d) Cost, coverage, communication, consultancy		1
v	It is informal communication about the benefits of the product by satisfied customer a) Publicity c) Word of mouth communication		1
	b) Personal Selling d) Advertising		
vi	In consumer behavior CDM stands for _____. a) Consumer Decision Making c) Customer Development Model		1
	b) Customer Decision Mix d) Consumer Decision Mapping		
Q.6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)		
i.	Marketing mix is static.State True or False		1
ii.	People are one of the components of 4P's of marketing mix.State True or False.		1
iii.	Four P's of marketing mix are independent of each other.State True or False		1
iv	_____ of consumers play diverse roles in different kinds of purchase situations.		1
v	The_____ is a person who first gets the thought or gives the suggestion/idea of buying the particular product.		1
vi	The_____ play the role of influencers in the purchase process of a chocolate.		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	Explain the benefits of teamwork.	2
Q11	What is a green economy?	2
	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	
Q12	How does marketing mix influence the organization's growth?	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	Discuss the importance of marketing mix in current times.	2
Q15	Elucidate the characteristics of marketing mix.	2
Q16	Explain the concept consumer Behavior?	2
	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	
Q17	Explain the importance of consumer behavior.	3
Q18	Discuss about various social factors that influence consumer behavior.	3
Q19	How do reference groups influence consumer behavior?	3
	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	
Q20	Differentiate between the marketing mix of consumer goods and services with suitable examples.	4
Q21	Promotion includes four main tools. Explain each of these tools.	4
Q22	Explain the three variables of service marketing.	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	Explain the major four pricing strategies followed.	4
	THE END	

