

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?		1
	a)Concrete b)0	Complete	
	c)Courteous d)	Corresponds	
ii	is important in having m colleagues?	utual understanding with	1
	a) Listening b)	Speaking	
	c)Walking d)Writing	
iii	The green economy is a macroeconomic approach that emphasizes		1
	a)investments b)job creation	
	c)skill development d)All of these	
iv	The qualities of Entrepreneur's creativity closely related. Yet, they are different. St	. ,	1

V	which of the following options will pro-	•	1
	a)Use of non-renewable resources	b)Sustainable Development	
	c)Social Protection	d)Creating Jobs	
		,	
vi	are a set of dreams with a deadline to achieve them.		
Q. 2	Answer any 5 out of the given 7 questions $(1 \times 5 = 5 \text{ marks})$		
i	Increasing the features and quality you offer is a decision made by		
'	which marketing mix?	,	1
	a)Product	b)Promotion	
	c)Place	d)Price	
ii	Design is a decision.	-	1
••	a)Product	b) Price	-
	c)Promotion	d) Place	
iii	Giving retailer an incentive to sell	,	1
	responsibility of which marketing mix?	,	1
	a) Product	b) Price	
	c) Promotion	d) Place	
iv	Public Relations is managed by which	marketing mix?	1
'	(a) Product	b) Price	-
	c) Promotion	d) Place	
V	The buying process starts when the bu	,	1
V	a)Product or Service	b)Shop or Market	1
	c)Need or Problem	d)Money or Status	
•	If performance meets consumer e		
vi	is .	expectations, the consumer	1
	a)Satisfied	b) Dissatisfied	
	c)Delighted	d) Happy	
vii	The customer or consumer is	when actual	1
* * * * * * * * * * * * * * * * * * *	performance exceeds the expected pe	rformance of the product.	-
	а)Нарру	b) Satisfied	
	c)Dissatisfied	d) Delighted	
Q.3	Answer any 6 out of the given 7 quest		
i.	Parents buy toys or gifts for their children. This act is considered as		1
	in the buying process.		
	a)Buyer	b) Decider	
	c)Maintainer	d) All of these	
ii.	Manu goes to school which is mile alwa	ays from his home by walking	1
	everyday. Due to increasing temperat	ure 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	

iii	When goods and services are purchased for use in the production or assembling of products that are sold and supplied to others is known		1
	as		
	a)Individual Buyer Behavior b) Bi	usiness Buyer Behavior	
	c) Consumer Buyer Behavior d)Se	condary Buyer Behavior	
iv	Information search can be explained in terms of		
	a)Degree b) di	irection	1
		of these	
٧.	Branding is a decision.		1
	a)Product b) I	Price	
	c)Promotion d) I	Place	
vi.	Which one of the 4Ps is responsible for direct	ct mail:	1
	a)Product b) I	Price	
	c)Promotion d) F	Place	
vii.	The term marketing mix describes:		1
\ \	a) A composite analysis of all environme	ental factors inside and	-
	outside the firm		
	b) A series of business decisions that aid in	selling a product	
	c) The relationship between a firm's mark	ceting strengths and its	
	business weaknesses	-	
	d) A blending of four strategic elements to	o satisfy specific target	
	markets		
0. 4	Answer any 5 out of the given 6 questions ($(1 \times 5 = 5 \text{ marks})$	
i.	Newsletters, catalogues and invitations to organization-sponsored		4
	events are most closely associated with the marketing mix activity		
''			1
			1
''	events are most closely associated with the of		1
''	events are most closely associated with the of a) Pricing b)	e marketing mix activity	1
	events are most closely associated with the of a) Pricing b)	e marketing mix activity Distribution	-
ii.	events are most closely associated with the of a) Pricing b) c) Product development d)	e marketing mix activity Distribution Promotion	1
	events are most closely associated with the of a) Pricing b) c) Product development d) The term 'Marketing mix' describes	e marketing mix activity Distribution Promotion	-
	events are most closely associated with the of a) Pricing b) c) Product development d) The term 'Marketing mix' describes a)A composite analysis of all environment	e marketing mix activity Distribution Promotion ntal factors inside and	-
	events are most closely associated with the of a) Pricing b) c) Product development d) The term 'Marketing mix' describes a)A composite analysis of all environment outside the firm.	e marketing mix activity Distribution Promotion ntal factors inside and elling a product.	1
	events are most closely associated with the of a) Pricing b) c) Product development d) The term 'Marketing mix' describes a)A composite analysis of all environment outside the firm. b)A series of business decision that aid in se	e marketing mix activity Distribution Promotion ntal factors inside and elling a product.	1
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	a) Market b) Need or Problem	
	c) Availability of product or service d) Money or funds to buy	
vi	In the second step of the buying process the customer engages in:	
	a)Evaluation of alternatives b) Confirms need or problem	1
	c) Information search d) Buying	
0. 5	Answer any 5 out of the given 6 questions $(1 \times 5 = 5 \text{ marks})$	
i	Marketing mix for products consists of	
•	a)4Ps b)8Ps	1
	c)7Ps d)5Ps	
ii	Marketing mix is suggested by	1
	a)Philip Kotler b) Neil Borden	
	c)Peter Drucker d) Neil Armstrong	
iii.	is not a part of marketing mix.	1
	a)Product b) Purpose	
	c) Place d) Price	
iv	Which one of the following sets represents 4C's of the marketing mix?	1
	a)Customer solution, cost, convenience, communication	
	b)Customer, cost, convenience, comfort	
	c)Convenience, communication, coverage, cost	
	d)Cost, coverage, communication, consultancy	
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	
vi	In consumer behavior CDM stands for .	
VI	a)Consumer Decision Making b) Customer Decision Mix	1
	c)Customer Development Model d) Consumer Decision Mapping	
0.6	Answer any 5 out of the given 6 questions $(1 \times 5 = 5 \text{ marks})$	
i.	Marketing mix is static.State True or False	1
ii.	People are one of the components of 4P's of marketing mix. State	1
".	True or False.	
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	1
	of purchase situations.	
V	Theis a person who first gets the thought or gives the	1
	suggestion/idea of buying the particular product.	
vi	The play the role of influencers in the purchase process of a chocolate.	
	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	2
	to fulfil the dream of environment friendly economy.	

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.	_
Frame any 4 open-ended questions that you can ask your friend during a conversation.	2
Q10 Explain the benefits of teamwork.	2
Q ₁₁ What is a green economy?	2
Answer any 3 out of the given 5 questions in $20 - 30$ words each ($2 \times 3 = 6$ 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
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.	l
Q24 Explain the major four pricing strategies followed.	4
THE END	