



THE VILLAGE
INTERNATIONAL SCHOOL
"We Nurture Dreams"

MARKING SCHEME

TERM 2 EXAMINATION 2023
MARKETING (812)

CLASS: XI

Max. Marks: 60

QN.NO	VALUE POINTS	MARKS SPLIT UP
I. i	b)Concise	1
ii.	b)Face to face interaction	1
iii.	d)both(a) and(b)	1
iv.	d)all of the above	1
v.	d) Because	1
vi.	b) Nonverbal communication	1
Q. 2 i.	Services	1
ii.	b) I, III, II	1
iii.	c). Process	1
iv.	c) Image	1
v.	c) Physical evidence	1
vi.	b) Product	1
vii.	d) Marketing environment	
Q. 3 i.	b) Positioning on the basis of symbols or illustrations	1
ii.	a) Idea	1
iii.	d) Intangibility	1
iv.	Psychographic Segmentation	1
v	c) Environmental Threat and Opportunity Profile	1
vi.	a) Personal selling	1

vii.	c) Word of mouth	1
Q. 4 i	c) Customer satisfaction	1
ii	c. Targeting	1
iii.	d) Environmental Scanning	1
iv.	a) Multi-Segment Strategy	1
v.	b) Targeting	1
vi	a) Promotion	1
Q. 5 i.	b). Positioning	1
ii.	c) Service marketing mix	1
iii.	c) Product concept	1
iv.	c) Price skimming	1
v.	political and legal factors	1
vi.	a) Market penetration	1
Q. 6 i.	a. Personality, social class and lifestyle	1
ii.	d) Set of activities to deliver customer value and satisfaction	1
iii.	c) Socio-cultural factors	1
iv.	b) Intermediaries	1
v.	a) W. Smith	1
vi.	d) Segmentation	1
Q7	<p>(i) The child impressed everyone with his polite manners. Everyone was impressed with the polite manners of the child.</p> <p>(ii) A girl from Chennai won the first prize. The first prize was won by a girl from Chennai.</p> <p>(iii)The readers like the latest book of the writer. The readers like the latest book of the writer.</p> <p>(iv)The marvelous performance delivered by the children enthralled us. We were enthralled by the marvelous performance delivered by the children.</p>	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
8	<ul style="list-style-type: none"> • Pronunciation is the way you say a word or a language is spoken. • If we do not say (or pronounce) words correctly, others cannot understand what we are saying 	1+1 = 2 Marks

9	Any relevant answers.	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
10	Inform, influence and express feelings (Any two with explanation)	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
11.	<ul style="list-style-type: none"> • Language • Visual Perception • Past Experience • Prejudice • Feelings • Environment • Personal factors Culture (any 2 with explanation)	1+1=2
12.	<ul style="list-style-type: none"> • The macro-environment refers to external forces that are part of the larger society and so are beyond the control of firm's management. • Micro environment indicates the factors and forces in the immediate area of operation of the firm which affect the marketing manager's ability to serve the customers. 	1+1=2
13.	False – products are classified as goods and services.	1+1=2
14.	<ul style="list-style-type: none"> • Segmentation by age • Personal Demographics segmentation. Populations are often broken down into categories on the basis of age, gender, ethnic origin, education, income, occupation, Religion, Family size, Stage of family life cycle, social status/class, etc. 	1+1=2
15.	<ul style="list-style-type: none"> • Premium Consumers who are health conscious • The new parents who rub olive oil on their new born babies. 	1+1=2
16.	1. creation of demand 2. customer satisfaction 3. market share (any two points with explanation)	1+1=2
17	<ul style="list-style-type: none"> • Niche marketing • Mass marketing - It means to offer a single product/service/idea across different market segments. It is also known as undifferentiated marketing. • Niche marketing - one is targeting a limited number of consumers or a particular set of customers. 	1+1+1=3
18	1. Determining Opportunities 2. Identification of Threats 3. Sensitization of Management to Cope with Rapid Changes 4. Formulation of Strategies and Policies 5. Image Building 6. Continuous Learning 7. Giving Direction for Growth 8. Identifying Firm's Strength and Weakness 9. Basis of strategy 10. Intellectual stimulation (any three points with explanation)	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 3$

19	<ul style="list-style-type: none"> • The duty of business does not end by just meeting needs and wants of customers rather the duty of business to consider a larger perspective by really acting in the best interest of individuals and society. • The societal marketing concept believes in giving back to the society, as it believes that the company is profiting because of society and hence it should take measures to make sure the society also benefits from the company. • Any relevant example 	1+1+1=3
20	<p>Step 1: The first step on the marketing manager's list is to define the unique feature</p> <p>Step 2: The second step is to understand the consumer</p> <p>Step 3: The next step is to understand the competition.</p> <p>Step 4: At this point the marketing manager needs to evaluate the options of place</p> <p>Step 5: Based on the target audience and the price identified the communication strategy</p> <p>Step 6: A last step needs to be taken at this point to see how all the elements identified and planned relate to each other.</p>	4 (students should write all the steps)
21	<ol style="list-style-type: none"> 1) Marketing mix is the core of marketing process: Marketing mix involves important decisions relating to each element of the mix. The impact of the mix is best when proper weightage is allotted to each element and they are combined for attaining best results. 2) Marketing mix has to be reviewed constantly in order to meet the changing requirements: The marketing manager has to constantly review the mix and the market scenario and make necessary changes in the marketing mix according to changes in the conditions and complexity of the market. 3) Changes in external environment facilitate alterations in the mix: changes keep on taking place in the external environment. For many industries, the customer is the most fluctuating variable of environment. Customers' tastes and preferences change very fast. Brand loyalty and purchasing power also change over a period. The marketing manager has to carry out market analysis constantly to make necessary changes in the marketing mix. 4) Changes taking place within the firm also necessitate changes in marketing mix: Changes within the firm may take place due to technology or product line or in the size and scale of operation. All such changes call for corresponding changes in the marketing mix. 5) Applicable to business and non-business organization: Marketing mix is applicable not only to business organizations but also to non-business organizations, such as clubs and educational institutions. For example, an educational institution is expected to provide the right course (product), charge the right fee (price), promote the institution and the courses, and provide the course at the right place. 6) Helps to achieve organizational goals: An application of an appropriate marketing mix helps to achieve organizational goals like increased profits and market share. 7) Concentrates on customers: A clear focus point of marketing mix is the customer, and the marketing mix is expected to provide maximum customer satisfaction 	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} + \frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} = 4$

22	i. Demographic forces ii. Politico-legal forces iii. Economic forces iv. Natural or physical forces v. Technological forces vi. Socio-cultural forces (any four with explanation)	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} + \frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} = 4$																																				
23	<table border="1" data-bbox="282 407 1073 1041"> <thead> <tr> <th>Point of Difference</th> <th>Marketing Concept</th> <th>Selling Concept</th> </tr> </thead> <tbody> <tr> <td>1. Definition</td> <td>Marketing is the process of creating value for customer and delivering goods and services for earning profit.</td> <td>Selling is the process of encouraging customers for increasing sales.</td> </tr> <tr> <td>2. Objective</td> <td>The objective of this concept is to satisfy customer through goods and services.</td> <td>The objective of selling concept is to increase sales of goods and services.</td> </tr> <tr> <td>3. Scope</td> <td>The scope of marketing concept is wider.</td> <td>The scope of selling concept is narrow.</td> </tr> <tr> <td>4. Emphasis</td> <td>This concept emphasis on customer needs.</td> <td>This concept emphasis on products or services.</td> </tr> <tr> <td>5. Profit</td> <td>This concept earns profit through customer satisfaction</td> <td>This concept earns profit through attractive sales and promotion.</td> </tr> <tr> <td>6. Start</td> <td>This concept starts with actual and potential customers</td> <td>This concept starts with existing product.</td> </tr> <tr> <td>7. Market segmentation</td> <td>This concept thinks about market segmentation deeply.</td> <td>This concept never thinks about market concept.</td> </tr> <tr> <td>8. Marketing mix</td> <td>This concept gives equal importance on marketing mix.</td> <td>This concept gives importance on only promotion.</td> </tr> <tr> <td>9. Effectiveness</td> <td>This concept is applicable in pure competition market.</td> <td>This concept is useless in pure competition market</td> </tr> <tr> <td>10. Price</td> <td>Consumers determine price.</td> <td>Cost determines price.</td> </tr> <tr> <td>11. View on business</td> <td>It views business as a customer satisfying process.</td> <td>It views business a goods producing process.</td> </tr> </tbody> </table> <p data-bbox="282 1060 935 1083">Table 1.1 Distinguish Between Marketing Concept and Selling Concept</p>	Point of Difference	Marketing Concept	Selling Concept	1. Definition	Marketing is the process of creating value for customer and delivering goods and services for earning profit.	Selling is the process of encouraging customers for increasing sales.	2. Objective	The objective of this concept is to satisfy customer through goods and services.	The objective of selling concept is to increase sales of goods and services.	3. Scope	The scope of marketing concept is wider.	The scope of selling concept is narrow.	4. Emphasis	This concept emphasis on customer needs.	This concept emphasis on products or services.	5. Profit	This concept earns profit through customer satisfaction	This concept earns profit through attractive sales and promotion.	6. Start	This concept starts with actual and potential customers	This concept starts with existing product.	7. Market segmentation	This concept thinks about market segmentation deeply.	This concept never thinks about market concept.	8. Marketing mix	This concept gives equal importance on marketing mix.	This concept gives importance on only promotion.	9. Effectiveness	This concept is applicable in pure competition market.	This concept is useless in pure competition market	10. Price	Consumers determine price.	Cost determines price.	11. View on business	It views business as a customer satisfying process.	It views business a goods producing process.	$1+1+1+1=4$ Any four points
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24	Basis of market segmentation considered by Rounak is DEMOGRAPHIC SEGMENTATION (1 mark) ii. Factors included in Demographic Segmentation: (A) Age - The tastes and needs of people of different age -groups are different. Children need toys, books, chocolates etc., while the needs of elders will be quite different. Hence, the marketer has to see that the product they have produced is for all age - groups or for a particular age -group (B) Gender - The marketer can also segment his market on the basis of gender (male/female) (C) Income – Segmentation may be on the basis of income level, higher income group, middle income group or lower income group (D) Education level – Literate, Illiterate, Highly educated – segments may be made as per education level of people (E) Occupation – Occupation of people such as jobs, skilled workers, unskilled workers, professionals etc may be considered for doing segmentation (F) Religion – Religion of people may be another factor for doing segmentation.	($\frac{1}{2}$ mark for point, $\frac{1}{2}$ for explanation) [1 + 3 marks]																																				