



Date: 6/11/23
GRADE: XIB

MONTHLY TEST -02 (2023-24)
MARKETING (812)

Max marks: 20
Time: 50 Minutes

MARKING SCHEME

Sl.No	Questions	Marks
SECTION A		
1	(A) Hospital bed and tractor	1
2	(A)The reduction in costs is greater than the reduction in profits	1
3	(A) The way consumers perceive it in comparison with competitors	1
4	b)It relies on descriptive factors	1
SECTION B		
5	Segmentation-means is the process of dividing market into different groups explain any two importance of segmentation.	2
6	Positioning the place where you want your brand or product to have within a particular target market and any two bases of positioning price ,promotion.	2
7	Two types of non-verbal communication ,gestures ,facial expressions (explain any 2 points)	2
8	one advantage -saves time in communication disadvantage of verbal communication-misunderstanding	2
SECTION C		
9	Targeting stage of segmentation is concerned with making choices about the segments to serve. Types of targeting Mass marketing Large segment strategy(explain types in detail)	4
10	Four types of communication styles with examples. Aggressive Passive /submissive Passive -aggressive	4

	Assertive (explain with relevant examples)	
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