



Date: 31/7/24
GRADE: XIB

MONTHLY TEST -01 (2024-25)
MARKETING(812)

Max marks: 20
Time: 50 Minutes

Sl.No	Questions	Marks
SECTION A		
1	b. Nodding while listening	1
2	d. Passive/ Aggressive	1
3	c. Experience	1
4	b. Place	1
SECTION B		
5	<p>Here are four sentences, each of a different type:</p> <ul style="list-style-type: none"> - Statement: The sun rises in the east. (A declarative sentence that states a fact.) - Question: What is the capital of France? (An interrogative sentence that asks for information.) - Exclamatory: Wow, what a beautiful sunset! (An exclamatory sentence that expresses strong emotions or feelings.) - Order: Close the door! (An imperative sentence that gives a command or instruction.) 	2
6	<p>Oral or Spoken Communication: Communication which involves talking</p> <p>Face-to-face conversation: When you can see the listener. For example, group discussion, talking to family members at home, public speeches, etc.</p> <p>Talking on a phone: This is for personal and official communication. Phone conversations should begin with a</p>	2

	<p>greeting (Hello), talking and listening to each other. The conversation can end with a 'Thank you' and 'Bye'.</p> <p>Classroom teaching, business meeting and public speeches are other examples of oral communication, where one person talks to many others at once.</p> <p>Written Communication: Communication which involves written or typed words</p> <p>Writing on paper: letters, notes, etc.</p> <p>SMS (Short Message Service): These can be sent through a phone to a person or a group.</p> <p>Using email to share news, thoughts, documents and files (including photos, videos, music, etc.). e-mail can be used to send messages to a person or to a group</p>	
7	<p>Identification of target customers of target market</p> <ul style="list-style-type: none"> <input type="checkbox"/> Understanding of needs and wants of customers <input type="checkbox"/> Developing products or services as per the needs and wants of customers <input type="checkbox"/> Satisfaction of needs of customers 	2
8	<p>Based on the scenario, the three objectives of marketing are:</p> <ol style="list-style-type: none"> 1. Customer Acquisition: To attract new customers who are interested in cruelty-free and environmentally friendly beauty products, and to increase the company's customer base. 2. Product Differentiation: To differentiate the company's organic skincare products from competitors by highlighting their unique features, such as sustainably sourced ingredients, nourishing properties, and eco-friendliness. 3. Brand Positioning: To position the company as a leader in the organic skincare market, committed to environmental sustainability and cruelty-free practices, and to build a positive brand image that resonates with the target audience. <p>By achieving these objectives, the company can effectively launch and promote their new product line, attract and retain customers, and ultimately drive business growth.</p>	2
SECTION C		

The communication style adopted by Mabel is an example of Aggressive Communication.

Aggressive Communication involves expressing one's needs and feelings in a way that is forceful, confrontational, and often threatening. It can involve verbal aggression, such as raising one's voice, using insults, or making threats, as seen in Mabel's response.

Examples of Aggressive Communication:

- Making threats or using intimidation
- Using condescending language or tone
- Interrupting or dismissing others
- Using aggressive body language

Results of Aggressive Communication:

- Defensiveness and escalation
- Damage to relationships and trust
- Decreased productivity and collaboration
- Increased stress and conflict

In this scenario, Mabel's aggressive communication style:

- Threatens Rosa's job security
- Creates a power imbalance
- Undermines Rosa's authority as a manager
- Damages their working relationship

	<p>Rosa's effective communication style, on the other hand, is an example of Assertive Communication, which is clear, direct, and respectful. Assertive Communication can help to prevent conflicts and improve relationships, whereas Aggressive Communication can lead to further conflict and damage.</p>	
10	<p>The marketing concept and selling concept are two different approaches to achieving business goals. Here are four key differences:</p> <ol style="list-style-type: none"> 1. Focus: <ul style="list-style-type: none"> * Marketing Concept: Focuses on satisfying customer needs and wants. * Selling Concept: Focuses on selling a product or service, often emphasizing sales volume over customer satisfaction. 2. Orientation: <ul style="list-style-type: none"> * Marketing Concept: Customer-oriented, understanding customer needs and creating value for them. * Selling Concept: Product-oriented, focusing on the product's features and benefits, rather than customer needs. 3. Goals: <ul style="list-style-type: none"> * Marketing Concept: Seeks long-term customer relationships and loyalty. * Selling Concept: Prioritizes short-term sales and revenue goals. 4. Approach: <ul style="list-style-type: none"> * Marketing Concept: Involves understanding customer needs, creating value, and building relationships. * Selling Concept: Involves persuading customers to buy, often using tactics like discounts or promotions. <p>In summary, the marketing concept prioritizes understanding and satisfying customer needs, while the selling concept focuses on pushing a product or service, sometimes at the expense of customer satisfaction.</p>	4
	THE END	