



MARKING SCHEME

XI- MARKETING

TERM 2 EXAM

SECTION A: Objective Questions

Q1. Answer any 4 out of 6

i. d) Corresponds

ii. a) Listening

iii. d) All of these

iv. Creativity focuses on generating new ideas, while innovation emphasizes applying those ideas in practice.

v. b) Sustainable Development

vi. Goals

Q2. Answer any 5 out of 7

i. a) Product

ii. a) Product

iii. c) Promotion

iv. c) Promotion

v. c) Need or Problem

vi. a) Satisfied

vii. d) Delighted

Q3. Answer any 6 out of 7

i. a) Buyer

ii. b) Initiator

iii. b) Business Buyer Behavior

iv. d) All of these

v. a) Product

vi. c) Promotion

vii. d) A blending of four strategic elements to satisfy specific target markets



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Q4. Answer any 5 out of 6

- i. d) Promotion
- ii. d) A blending of four strategic elements to satisfy specific
- iii. d) Place or distribution decisions
- iv. c) Unique Selling Proposition
- v. b) Need or Problem
- vi. c) Information Search

Q5. Answer any 5 out of 6

- i. a) 4Ps
- ii. b) Neil Borden
- iii. b) Purpose
- iv. a) Customer solution, cost, convenience, communication
- v. c) Word of Mouth Communication
- vi. a) Consumer Decision Making

Q6. Answer any 5 out of 6

- i. False
- ii. False
- iii. False
- iv. Roles
- v. Initiator
- vi. Parents

SECTION B: Subjective Questions



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Q7.

Steps for a green economy in fisheries and transport:

Fisheries: Sustainable fishing methods and protection of marine biodiversity.

Transport: Promote public transportation and electric vehicles to reduce carbon emissions.

Q8.

The value highlighted is perseverance.

Three more entrepreneurial values:

Risk-taking: Willingness to take calculated risks.

Leadership: Guiding teams toward goals.

Adaptability: Adjusting to changing environments.

Q9.

Open-ended questions to ask a friend:

How have you been feeling lately?

What are your current goals or plans?

Can you tell me more about your recent experience?

What's your opinion on the recent changes around us?

Q10.

Benefits of teamwork:

Enhances problem-solving by leveraging diverse skills.

Boosts efficiency by dividing responsibilities among team members.

Q11.

A green economy promotes sustainable development by reducing environmental risks, emphasizing renewable resources, and creating jobs in eco-friendly sectors.



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Q12.

The marketing mix ensures the right product, price, promotion, and place, aligning the company's offerings with customer needs, thereby driving organizational growth.

Q13.

Producer-oriented model: Focused on product features.

Consumer-oriented model: Focused on customer needs and satisfaction. Transition example: Shift from mass marketing to personalized marketing.

Q14.

Importance of marketing mix:

Ensures the product meets consumer needs.

Balances pricing strategy to remain competitive.

Promotes effectively for better reach.

Optimizes distribution channels to ensure availability.

Q15.

Characteristics of a marketing mix:

Includes 4Ps—Product, Price, Promotion, Place.

Customer-centric.

Dynamic and adaptable.

Supports business strategy alignment.

Q16.

Consumer behavior is the study of how individuals or groups choose, purchase, and use products or services to satisfy their needs and desires.



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Q17.

Importance of consumer behavior:

Helps understand buying motives and patterns.

Assists in designing targeted marketing strategies.

Improves customer satisfaction by addressing specific needs.

Q18.

Social factors influencing consumer behavior:

Family: Family preferences and traditions shape choices.

Peer Groups: Influence buying decisions through recommendations.

Q19.

Reference groups influence behavior by:

Providing product information or reviews.

Acting as role models that consumers emulate.

Setting social norms that guide purchasing choices.

Q20.

Consumer Goods Marketing Mix: Focuses on branding, competitive pricing, mass promotions, and retail distribution.

Services Marketing Mix: Includes people, process, and physical evidence alongside the 4Ps.

Q21.

Four promotion tools:

Advertising: Mass communication for brand awareness.



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Sales Promotion: Short-term incentives to boost sales.

Public Relations: Building a positive brand image.

Personal Selling: Direct interaction to persuade customers.

Q22.

Service marketing variables:

People: Employees delivering the service.

Process: Methods ensuring smooth service delivery.

Physical Evidence: Tangible elements enhancing service credibility.

Q23.

Process: Consumer Decision-Making Process

Steps:

Problem Recognition

Information Search

Evaluation of Alternatives

Purchase Decision

Post-purchase Behavior

Q24.

Four Pricing Strategies:

Cost-based Pricing: Adding a markup to production costs.

Penetration Pricing: Low initial price to capture market share.

Skimming Pricing: High price initially, reducing over time.

Competitive Pricing: Aligning with competitors' prices.