



Date: GRADE: XI	TERM 1 (2024) MARKETING	Max marks:60 Time: 3HOURS
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MARKING SCHEME

Qn. No		Marks
1	(D) ALL OF THE ABOVE	1
2	(A)LISTENING	1
3	(B)SPEAKING	1
4	©CONCISE	1
5	©FACE TO FACE INTERACTION	1
6	(B)USE OF SIMPLE WORDS	1
7	(B) CONSUMER	1
8	(D)ALL OF THE ABOVE	1
9	(D)ALL OF THE ABOVE	1
10	B -BOTH A AND D	1
11	B-IMAGE	1
12	D-ALL OF THE ABOVE	1
13	C-NEEDS	1
14	D-ALL OF THE ABOVE	1
15	B-TOTAL CUSTOMER COST	1
16	B-PEOPLE ATTITUDE ,CUSTOMS,SOCIO-CULTURAL VALUES	1
17	C-ADAPTS TO EXTERNAL ENVIRONMENTAL CHANGES	1
18	C-DISCOURAGE	1
19	A-PEST	1
20	B-fast food electronics and home appliances	1
21	b- technology trends	1
22	c-both a and b	1
23	False	1
24	a-determining opportunities	1
25	a-e-commerce	1

26	b-marketing	1
27	d-demands	1
28	d-reactive components	1
29	b-services	1
30	b-culture and personality	1
31	Importance of communication INFORM INFLUENCE (ANY 2 POINTS)	(1+1)
	OR ELEMENTS OF COMMUNICATION SENDER,ENCODING,CHANNEL,RECEVIER,DECODING	
32	LANGUAGE,VISUAL PERCEPTIONS OR CLEAR ,CONCISE (ANY 2 POINTS)	(1+1)
33	COMMUNICATION MEANING	(1+1)
34	DEMOGRAPHIC FORCES POLITICAL AND LEGAL FORCES (ANY 2 POINTS)	(1+1)
35	DEMOGRAPHY IS THE STUDY OF POPULATIONS ,ESPECIALLY HUMAN BEINGS BASED EDUCATION,NATIONALITY,RELIGION,INCOME	(1+1)
36	Marketing opportunities are openings for a company to sell something to a certain type of customer. These customers or potential leads have a need for a product or service that the company can provide.	(1+1)
37	Manage use of natural resources carefully Protect water resources Stop open plastic burning Eco friendly production of goods or products (any 3 points)	(1+1+1)
38	1.suppliers 2.marketing intermediaries 3.customers 4.competitors (any 3 points)	(1+1+1)
39	Micro environment Means small Internal factors It comprises of analyzing the strength and weakness of enterprise Eg;customers,competitors,suppliers Macro environment Aggregate sum total of all the factors External factors	(1+1+1+1)

	It comprises of analyzing the organisations opportunities and threats Eg ;social political ,economic forces	
40	1.nature of target customers 2.the market trends 3.economic,social and political trends 4.technology trends (any 4 points)	(1+1+ 1+1)
41	1.creation of demand 2.customer satisfaction 3.market share 4.generation of profits (any 4 points)	(1+1+ 1+1)