



**Date: 6/11/23**  
**GRADE: XIB**

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

**Max marks: 20**  
**Time: 50 Minutes**

General Instructions:

- 1) Questions 1 to 4 carry 1 mark each.
- 2) Questions 5 to 8 carry 2 marks each.
- 3) Questions 9 and 10 carry 4 marks each.
- 4) All questions are compulsory.

Sl.No	Questions	Marks
SECTION A		
1	Which of the following products do not belong to the same kind of market? (A) Haldiram's bhujia and Bikanerwala's bundi (B) Hospital bed and tractor (C) Mechanised watch and electronic watch (D) A cricket bat and a football	1
2	Consolidation of various segments into one large segment may be an objective if (A) The reduction in costs is greater than the reduction in profits (B) It is very costly for a company to launch a new product (C) Consumers show reduced price sensitivity (D) The demand curves for the segments to be combined are similar	1
3	A Company's brand positioning relates to (A) The way consumers perceive it in comparison with competitors (B) The market shares (C) Its product features relative to other brands (D) None of the above	1
4	Which of the following characteristics do not match with benefit segmentation?	1

	(A) It is based upon measuring consumer value systems (B) It relies on descriptive factors (C) It seeks to identify distinct consumer needs (D) It relies on casual factors	
	SECTION B	
5	What is meant by segmentation and explain any two importance of segmentation?	2
6	Explain the meaning and any two bases of positioning.	2
7	Explain any two types of non-verbal communication.	2
8	State one advantage and disadvantage of verbal communication.	2
	SECTION C	
9	Explain the meaning of targeting and explain any 3 types of targeting.	4
10	Explain four types of communication styles with examples.	4
	THE END	