



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	Which of these is a positive (good) facial expression? a. Staring hard b. Nodding while listening c. Wrinkled forehead d. Looking away from the speaker	1
2	Trying to get your own way without taking responsibility, indicates that you have adopted _____ communication style. a. Aggressive b. Passive/ Submissive c. Assertive d. Passive/ Aggressive	1
3	In Sunny Plaza, a vibrant mall, families enjoy shopping alongside thrilling experiences like water parks and theme rides. With delicious food at the food court and blockbuster movies in the cinema, it's a day of fun for all. Laughter fills the air as kids splash in the pools and friends gather for games at the arcade. Shopping becomes an unforgettable adventure, blending family time, entertainment, and excitement in one bustling destination. The above is an example of _____ a. Product b. People c. Experience d. Services	1
4	In India, Bangalore is known as the Silicon Valley of India. Kerala is known as God's own country. Madhya Pradesh is known as "Heart of incredible India". A campaign by Amithabh Bachan for Khushoo Gujrat ki The above is an example of _____. a. Product b. Place c. Services d. People	1
SECTION B		
5	Write one sentence of each type – statement, question, exclamatory and order.	2
6	Write down the two types of verbal communication with examples of each.	2
7	Enlist the pillars through which marketing believes in profit maximisation.	2

8	<p>A company specializing in organic skincare products conducts market research to understand consumer preferences and needs. Through surveys and focus groups, they discover that there is a growing demand for cruelty-free and environmentally friendly beauty products. In response, the company launches a new line of organic skincare products made from sustainably sourced ingredients, highlighting their benefits such as nourishing properties and eco-friendliness.</p> <p>Identify and explain three objectives of marketing.</p>	2
SECTION C		
9	<p>Robin, is a manager of an upcoming fashion house, and Mabel, a fashion intern, whose relative owns the fashion house. As an intern Mabel was required to assist the senior designers as well as clean and organize their work stations. However, Mabel thought of this work to be beneath her. She refused to clear any workstations and would often stroll in to work late. Rosa having noticed this called Mabel to her cabin for a talk.</p> <p>She explained in a clear and concise way that they all were working together as a team and clearing and organizing the senior’s workstations was a part of Mabel’s duties. Despite Rosa using an effective communication with appropriate statements, Mabel responded aggressively and threatened her saying, “Your boss is an extended family member of mine. If I tell her that you are troubling me at work and intentionally asking me to clean other people’s mess, she will surely fire you. Now, if you want to keep your job then don’t bother me.”</p> <p>Identify and explain the meaning of this communication style adopted by Mabel, examples and results of this type of communication skills.</p>	4
10	Distinguish between marketing concept and selling concept with four points of differences.	4
THE END		