

<b>Roll Number</b>		
--------------------	--	--

**SET A**



**INDIAN SCHOOL MUSCAT  
FIRST PERIODIC TEST  
MARKETING**

CLASS: XI

(812)

Max.Marks: 20

MARKING SCHEME			
SET	QN.NO	VALUE POINTS	MARKS SPLIT UP
A	1	b)Want	1
A	2	c) The Production concept	1
A	3	a) Customer value	1
A	4	Goods: A tangible item which can be an article, commodity, material, merchandise, supply, wares produced from agricultural, construction, manufacturing or mining activities. Services: Products that have intangible properties such as banking, consultancy, education, insurance, accounting, expertise, medical treatment or transportation.	1+1=2
A	5	<ul style="list-style-type: none"> <li>Relationship Marketing.</li> <li>This approach focuses on customer retention and satisfaction rather than being transactional in nature. The approach aims to build stronger relationship with customers and its business partners.</li> </ul>	1+1=2
A	6	<ul style="list-style-type: none"> <li>Marketing is a core business discipline since it contributes greatly to the success of the organization.</li> <li>Production and distribution depend largely on marketing.</li> <li>Marketing covers advertising, promotion, public relations, and sales.(any two relevant points)</li> </ul>	1+1=2
A	7	Point of Difference Marketing Concept Selling Concept 1. Definition Marketing is the process of creating value for customer and delivering goods and services for earning profit. Selling is the process of encoring customers for increasing sales. 2. Objective The objective of this concept is to satisfy customer through goods and services. The objective of selling concept is to increase sales of goods and services. 3. Scope The scope of marketing concept is wider. The scope of selling concept is narrow. 4. Emphasis This concept emphasis on customer needs. This concept emphasis on products or services. 5. Profit This concept earns profit through customer satisfaction This concept earns profit through attractive sales and promotion. 6. Start This concept starts with actual and potential customers	1+1+1=3

		<p>This concept starts with existing product.</p> <p>7. Market segmentation - This concept thinks about market segmentation deeply.</p> <p>This concept never thinks about market concept.</p> <p>8. Marketing mix This concept gives equal importance on marketing mix. This concept gives importance on only promotion.</p> <p>9. Effectiveness This concept is applicable in pure competition market. This concept is useless in pure competition market</p> <p>10. Price Consumers determine price. Cost determines price.</p> <p>11. View on business It views business as a customer satisfying process. It views business a goods producing process.(any three points of differences)</p>	
A	8	<p>1. Creation of Demand</p> <p>2. Customer Satisfaction</p> <p>3. Market Share</p> <p>4. Generation of Profits</p> <p>5. Public Image (any three points with explanation)</p>	1+1+1=3
A	9	<p>1. Product</p> <p>2. Service</p> <p>3. Customer value</p> <p>4. Customer satisfaction</p> <p>5. Exchange Process (Any relevant example)</p>	1+1+1+1+1=5