

Roll Number		
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SET

B



**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	a) Customer value	1
A	2	c) The Production concept	1
A	3	b)Want	1
A	4	As per Philip Kotler, the marketing guru, marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.	1+1=2
A	5	<ul style="list-style-type: none"> Relationship Marketing. 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. 	1+1=2
A	6	<ul style="list-style-type: none"> Marketing is a core business discipline since it contributes greatly to the success of the organization. Production and distribution depend largely on marketing. Marketing covers advertising, promotion, public relations, and sales.(any two relevant points) 	1+1=2
A	7	<ul style="list-style-type: none"> Needs are the state of being deprived of something. Wants are the form taken by human needs as they are shaped by culture and individual personality. These are essentially dependent upon needs. Wants backed by willingness and purchasing power is known as demand. 	1+1+1=3
A	8	1. Creation of Demand 2. Customer Satisfaction 3. Market Share 4. Generation of Profits 5. Public Image (any three points with expalantion)	3
A	9	1. Product 2. Service 3. Customer value 4. Customer satisfaction 5. Exchange Process (Any relevant example)	1+1+1+1+1=5

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