

Roll Number		
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SET C



**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	c) The Production concept	1
A	2	a) Customer value	1
A	3	b)Want	1
A	4	<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	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	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.	2
A	7	<ul style="list-style-type: none"> Societal Marketing can be defined as a marketing function in which the organizations identify the needs and wants of the target market and then align the marketing activities of an organization in such a manner that their marketing efforts are socially responsible and thereby help the organization in gaining the trust of the society by having an image of a socially responsible organization, but still remaining profitable. Example:- Procter and Gamble also practices societal marketing concept wherein it gives certain percentage of sales of its products for deprived classes of the world specifically the developing countries The approach aims to build stronger relationship with customers and its business partners. Although the idea of building relationships with customers, was given its due importance in the marketing concept but extending relationships to business partners makes relationship marketing unique. 	1+1/2 +1+1/2=3

		<ul style="list-style-type: none"> Coca-Cola advertises its beverages with touching messages about family and friends. The bottles themselves tell you that you should share Coke with someone special. The consumer identifies with these feelings, so buying a Coke becomes something more.(any relevant example) 	
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