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**SET A**



**INDIAN SCHOOL MUSCAT  
SECOND TERM EXAMINATION  
MARKETING (812)**

**CLASS: XI**

**TERM 2**

**Max.Marks: 30**

MARKING SCHEME				
SET	QN.NO	VALUE POINTS		MARKS SPLIT UP
	1.	Business plan		1
	2.	A manufacturing business is one that converts raw material(s) into finished product(s) to meet the demands of the customer. facilitates the Act of bringing the finished goods from the manufacturing unit to the buyer or customer		½ + ½
	3.	Government, Non-Governmental Organisations (NGOs), Business and Industry, Farmers, Women, Workers and Trade Unions, Native Tribes Scientific and Technological Community, Children and Youth (any two points)		½ + ½
	4.	The National Green Tribunal is like a court for cases related to environmental protection, conservation of forests and other natural resources.		1
	5.	1. National Solar Mission	B. Clean energy	½ mark each
		2. Green India Mission	C. Protecting forest cover	
		3. National Policy on Skill Development and Entrepreneurship	D. Skill development at scale with speed and standard	
		4. Swachh Bharat Abhiyan	A. Sanitation and cleanliness	
	6.	This is an action plan which includes different missions or plans within it which aim at sustainable development. A policy that comes with a fixed action date and budget becomes a 'mission'.		2
	7.	Initiator: The initiator is a person who first gets the thought or gives the suggestion/idea of buying the particular product. Influencer: The influencer is a person who directly or indirectly has some influence on the final buying decision of others.		½ + ½
	8.	Reference Groups		1
	9.	False - a consumer is the one who consumes goods or services and is the end-user		1

10.	Sales Promotion comprises of tools used to promote sales in a given territory and time. They are short term in nature and aim at stimulating quick sales.	1
11.	Small	1
12.	Demographic segmentation is good to guide the media plan and help the creative agencies to understand how to bring the segment to life. (Or any relevant point)	$\frac{1}{2} + \frac{1}{2}$
13.	Lifestyle (Psychographic Segmentation)	1
14.	Mass Marketing Strategy.- When differences in customer needs are small or demographics are not distinctive, a business may decide to use a mass market strategy or 'undifferentiated marketing'. A firm may produce only one product or product line and promote it to all customers with a single marketing mix.	2
15.	<ul style="list-style-type: none"> <li>Most of the services are labour intensive; the behaviour of the staff providing the service and the customers involved in production (due to the inseparable nature of services), have an effect on providing efficient customer service.</li> <li>Dissatisfied customers affect employees and similarly untrained staff reduce customer satisfaction. This mutual dependence influences the customer's perception of the service.</li> </ul>	1+1
16.	<p>Word-of-mouth marketing refers to the actions brands take to get consumers talking about their products or services with other consumers.</p> <ol style="list-style-type: none"> <li>Easy to reach consumers</li> <li>Easily spread message</li> <li>Less cost</li> <li>Quick spread</li> </ol>	$1 + \frac{1}{2} + \frac{1}{2}$ (any two relevant answer)
17.	<p>Knowledge of consumer behavior helps to determine the marketing mix</p> <p>To assess consumer's actions or reactions</p> <p>To meet diversified consumer preferences</p> <p>A guide to planning and implementing marketing strategies</p> <p>To address special needs, personalities, and lifestyles of consumers</p> <p>To identify market segmentation</p> <p>To remain updated with technological advancement and bring new products to the market at faster pace</p> <p>(any four points)</p>	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2}$
18.	Consumer buying decisions are influenced by many social factors like the economic condition of the family, its role and status in society, and the reference group of people. People with high incomes have a high purchasing power and are status-conscious. They generally purchase branded products from malls and expensive markets. On the contrary, the ordinary people, belonging to middle or lower income groups purchase products from local markets. Similarly, the urban population's buying behaviour will be different from the rural-population's buying behaviour, as they have greater exposure and choices.	2
19.	Market segmentation opens the door to multiple market-based strategies and greater marketing efficiency. For example in case of a power supplier, the segments may include domestic users, government users, commercial establishments, factories, occasional users, etc. The power supplier would	3

		serve all the segments at the same time. This strategy is known as multi-segmentation strategy. All of them would require separate marketing mixes. Nike produces shoes for golfers, tennis players, basketball players, for cricketers, and thus serves many segments relating to sports shoes. Chicago-based Hyatt Hotels and Resorts has targeted the gay, lesbian, bisexual and transgender market to make its image more attractive to this market.	
	20.	Yes The marketing plan is finalized after ensuring that all four elements are in harmony and there are no conflicting messages, either direct indirect. Product, price, place, promotion, people, process and physical evidence	3
	21.	Interdependent variables, Help Achieve Marketing Targets, Help Achieve Marketing Targets, Constant Monitoring, Customer as a focal point	Any 3 points
	22.	<ul style="list-style-type: none"> <li>a. Knowledge of consumer behavior helps to determine the marketing mix</li> <li>b. To assess consumer's actions or reactions</li> <li>c. To meet diversified consumer preferences</li> <li>d. A guide to planning and implementing marketing strategies</li> <li>e. To address special needs, personalities, and lifestyles of consumers</li> <li>f. To identify market segmentation</li> <li>g. To remain updated with technological advancement and bring new</li> <li>h. products to the market at faster pace</li> </ul>	Any 3 points
	23.	(Need identification) Information Search Evaluation of Alternatives Purchase Decision and Action Post-Purchase Evaluation (explain in detail)	4
	24.	<ul style="list-style-type: none"> <li>a. Pricing is the function of marketing being performed by Suraj. The price of the product is basically the amount that a customer pays for consuming it. Pricing helps to shape the perception of a product in consumer's eyes as a low price is associated with inferior goods.</li> <li>b. Market Penetration Pricing: The objective of penetration price strategy is to gain a foothold in a highly competitive market. The firm prices its product lower than the others in competition to achieve an early breakeven point and to maximise profits in a shorter time span or seek profits from a niche. Market Skimming Pricing: Most commonly used strategy and refers to a firm's desire to skim the market by selling at a premium price.</li> </ul>	2+2
	25.	Positioning is about identity – what you are in the marketplace vis-a-vis your competitors. It refers to developing a Unique Selling Proposition (USP) or identification of particular appeal that the firm can present to the customers in each target segment. <ul style="list-style-type: none"> <li>1. Identify relevant set of competitive products serving a target market</li> <li>2. Identify the set of determinant attributes that define the “product space” in which positions of current offerings are located.</li> <li>3. Collect information from a sample of customers and potential customers about perceptions of each product on the determinant attributes</li> <li>4. Determine product's current location (positioning) in the product space and intensity thereof</li> <li>5. Determine customers' most preferred combination of determinant attributes.</li> <li>6. Examine the fit between preferences of market segments and current position of product (market positioning) Identify positions where additional</li> </ul>	

		new products might be placed. 7. Write positioning statement or value proposition statement of value proposition to guide development and implementation of market strategy	
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