

INDIAN SCHOOL MUSCAT
CLASS: 11
FIRST PERIODIC ASSESSMENT
Marketing (812)
SET - A

QP.NO.	VALUE POINTS	SPLIT UP MARKS
1.	(a) The way the consumers perceive it in comparison with the competitors	1
2.	(c) Promotion	1
3.	Umbrella, Jackets, AC (any one example)	1
4.	Intensive distribution involves making the product available at all possible outlets, example of soft drinks which are available through multiple outlets.	1
5.	Positioning is concerned about creating a perception in a consumer's mind about the nature of company and its products in comparison to competitors.	1
6.	Market penetration pricing: The prices are fixed little lower than competitor's products to gain an advantages in a highly competitive market. Market Skimming pricing: It refers to a firm's desire to skim the market by selling at a premium price.	2
7.	3 bases of psychographic segmentation: (1) Personality characteristics (2) Lifestyle (3) Values	(1x3=3) With explanation
8.	(a) Physical evidence: It is the physical environment of the business organization. (b) Process: The procedures and formalities to be completed to avail service. (c) Place: The way of distributing the goods to consumers. (d) People: The behaviour and appearance of staff of the business. (e) Promotion: The methods of communicating with customers.	(1 mark for each point)
9.	Types of marketing strategies: (1) Mass marketing strategy (2) Large segment strategy (2) Adjacent segment strategy (4) Multi segment strategy (4) Small segment strategy (6) Niche segment strategy (7) Sub-segment strategy	Any 5 points with explanation (1x5=5)
	THE END	