

# INDIAN SCHOOL MUSCAT

## ANNUAL EXAMINATION

FEBRUARY 2020

**SET A**

### CLASS XI

#### Marking Scheme – MARKETING [THEORY]

Q.NO.	Answers	Marks (with split up)
1.	(b) Speaking	1
2.	(b) Opinions	1
3.	(i) Everyone has a role to play in a team, so the pressure to succeed is not on one individual (ii) It helps to have a support system, as all team members help to fix any mistake made by one team member (iii) You feel good when the team achieves success and it builds your confidence (iv) The work gets done faster (Any two points)	( $\frac{1}{2} + \frac{1}{2} = 1$ )
4.	(d) It is the study of the sounds we make when we speak	1
5.	(b) Find and Replace	1
6.	Scrollbar tool	1
7.	Any two signs for communication	(1+1=)
8.	(i) Complete tasks on time (ii) Make a daily timetable (iii) Make a good guess at how long it takes you to do something (iv) Submit homework and assignments before or on time (v) Not waste time during the day (Any two points)	(1+1=2)
9.	(a) Copy – ctrl C (b) Undo – ctrl Z (c) Bold – ctrl B (d) Paste – ctrl V	( $\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$ )
10.	Header: Headers are text or images inserted in the top margin of a word processor document. Footer: Footers are text or images inserted at the bottom margin of a word processor document.	(1+1=2)
11.	Self-motivation: It is the force within you that drives you to do things. Types: External and internal motivation	$1 + \frac{1}{2} + \frac{1}{2} = 2$ )
12.	(c) product	1
13.	(d) societal marketing	1
14.	(a) marketing environment	1
15.	(b) a service	1
16.	(a) The way consumers perceive it in comparison with competitors	1
17.	(b) political forces	1

18.	(a) Penetration	1
19.	(c) Promotion	1
20.	According to Philip Kotler, “ Marketing mix is the combination of four elements called the 4P’s- Product, Price, Promotion and Place that every company has the option of adding, subtracting or modifying in order to create a desired marketing strategy”.	1
21.	(d) a problem or need	1
22.	Intensive distribution involves making the product available at all possible outlets.	1
23.	(a) Product	1
24.	Customer value is the difference between total customer benefits and total customer costs. Customer satisfaction is the difference between the product’s actual performance and the customer expectations of the product.	(1+1=2)
25.	Demographic segmentation is good to guide the business to formulate the media plan and help to understand how to bring the segment to life.	2
26.	(a) Correct. Because Rolls Royce is meant for high income groups. (b) Correct: Because the needs and wants of people in various segments are different.	(1+1=2)
27.	Consumer goods: Meant for personal consumption by households. Industrial goods: Meant for use as inputs in production of other products.	(1+1=2)
28.	(a) Marketing environment: According to M. Weimer, “Business environment is the climate or set of conditions -i.e., economic, social, legal, technological and political situations in which business activities are conducted”. Or In the words of Keith Davis, "Business environment is the aggregate of all conditions, events and influences that surround and affect it.” (b) Environmental scanning: It is a process of scrutinizing and weighing up changes and trends in marketing environment by the firm.	(1+1=2)
29.	Economic conditions: people in high income group have higher purchasing power and they buy expensive items. Lifestyle: They are identified by observing activities, interests, opinions and demographics.	(1+1=2)
30.	Gatekeeper: The person who permits the flow of certain information and restricts flow of some set of information. Influencer: The person who directly or indirectly has some influence on the final buying decision of others. People who influence the buying decision.	(1+1=2)
31.	Importance of marketing to customers: (i) Creates utilities (ii) Large number of choices available (iii) More platforms available	(1+1+1=3)
32.	Scope of marketing: (a) People: Marketing helps people to market themselves. They market themselves and lend their names to various products. (b) Information: It is basically produced and marketed and distributed by universities, schools, colleges, newspapers etc. to the customers at a price.	(1+1+1=3)

	(c) Place: Cities, towns and nation can be marketed to customers. Various authorities market India as a tourist place.	
33.	<p>There are three types of competition:</p> <p>(a) Competition from similar products-The most direct form of competition occurs amongst marketers of similar products. For example, competitors in electronic home appliances are LG,Samsung or Philips etc.</p> <p>(b) Competition from substitute products-The second type of competition involves products that can be substituted for one-another. For example, in air transport industry, Indigo competes with Jet airlines. The increase in fares of one airline increases demand for other airline services.</p> <p>(c) Competition amongst all firms-The final type of competition occurs among all organizations that compete for the consumer's purchases. In other words, modern marketers accept the argument that all firms compete for a limited amount of market share.</p> <p>(½ mark for each points. ½ for each explanation)</p>	(1+1+1=3)
34.	<p>(a) Psychographic segmentation: It examines the mental characteristics and predispositions connected with purchasing habits. It is related with personality characteristics, lifestyles and values.</p> <p>(b) Behavioural segmentation: It takes into consideration the purchasing behaviour as the starting point, how frequently they buy, how loyal they are, what benefits they seek, when they buy etc.</p> <p>(c) Socio-economic segmentation: It is related with the segmentation of market on the basis of income, education, occupation and social class.</p>	(1+1+1=3)
35.	<p>Features of marketing mix</p> <p>(i) Interdependent variables</p> <p>(ii) Help achieve marketing targets</p> <p>(iii)Flexible concept</p> <p>(iv)Constant monitoring</p> <p>(v) Customer as a focalpoint</p> <p>(Any 3 points with explanation)</p>	(1+1+1=3)
36.	<p>Importance of studying consumer behaviour</p> <p>(i) Knowledge of consumer behaviour helps to determine the marketing mix</p> <p>(ii) To assess consumer's actions or reactions</p> <p>(iii)To meet diversified consumer preferences</p> <p>(iv)A guide to planning and implementing marketing strategies</p> <p>(v) To address special needs, personalities and lifestyles of consumers</p> <p>(vi)To identify market segmentation</p> <p>(vii) To remain updated with technological advancement</p> <p>(Any 3 points with explanation)</p>	(1+1+1=3)
37.	<p>Importance of market segmentation</p> <p>(i) Improved customer relations</p> <p>(ii) Perfect like marketing mix</p> <p>(iii)Better resource allocation</p> <p>(iv)Competitor analysis</p> <p>(v) Taking care of dynamic environment</p> <p>(vi)Focus marketing communication</p>	(1+1+1=3)

	(vii) Measurement (Any 3 points with explanation)																																					
38.	<table border="1"> <thead> <tr> <th>Point of Difference</th><th>Marketing Concept</th><th>Selling Concept</th></tr> </thead> <tbody> <tr> <td><b>1. Definition</b></td><td>Marketing is the process of creating value for customer and delivering goods and services for earning profit.</td><td>Selling is the process of encoring customers</td></tr> <tr> <td><b>2. Objective</b></td><td>The objective of this concept is to satisfy customer through goods and services.</td><td>The objective of selling concept is to increase sales of goods and services.</td></tr> <tr> <td><b>3. Scope</b></td><td>The scope of marketing concept is wider.</td><td>The scope of selling concept is narrow.</td></tr> <tr> <td><b>4. Emphasis</b></td><td>This concept emphasis on customer needs.</td><td>This concept emphasis on products or services.</td></tr> <tr> <td><b>5. Profit</b></td><td>This concept earns profit through customer satisfaction</td><td>This concept earns profit through attractive sales and promotion.</td></tr> <tr> <td><b>6. Start</b></td><td>This concept starts with actual and potential customers</td><td>This starts with conc ept existing product.</td></tr> <tr> <td><b>7. Market segmentation</b></td><td>This concept thinks about market segmentation deeply.</td><td>This concept never thinks about market concept.</td></tr> <tr> <td><b>8. Marketing mix</b></td><td>This concept gives equal importance on marketing mix.</td><td>This concept gives importance on</td></tr> <tr> <td><b>9. Effectiveness</b></td><td>This concept is applicable in pure competition market.</td><td>This concept is useless in pure competition market</td></tr> <tr> <td><b>10. Price</b></td><td>Consumers determine price.</td><td>Cost determines price.</td></tr> <tr> <td><b>11. View on business</b></td><td>It views as a customer business satisfying process.</td><td>It views business a goods producing process.</td></tr> </tbody> </table> <p>(Any 5 differences)</p>	Point of Difference	Marketing Concept	Selling Concept	<b>1. Definition</b>	Marketing is the process of creating value for customer and delivering goods and services for earning profit.	Selling is the process of encoring customers	<b>2. Objective</b>	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.	<b>3. Scope</b>	The scope of marketing concept is wider.	The scope of selling concept is narrow.	<b>4. Emphasis</b>	This concept emphasis on customer needs.	This concept emphasis on products or services.	<b>5. Profit</b>	This concept earns profit through customer satisfaction	This concept earns profit through attractive sales and promotion.	<b>6. Start</b>	This concept starts with actual and potential customers	This starts with conc ept existing product.	<b>7. Market segmentation</b>	This concept thinks about market segmentation deeply.	This concept never thinks about market concept.	<b>8. Marketing mix</b>	This concept gives equal importance on marketing mix.	This concept gives importance on	<b>9. Effectiveness</b>	This concept is applicable in pure competition market.	This concept is useless in pure competition market	<b>10. Price</b>	Consumers determine price.	Cost determines price.	<b>11. View on business</b>	It views as a customer business satisfying process.	It views business a goods producing process.	5
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	<p>Advantage' out of it successfully.</p> <p>2) <b>Identification of Threats:</b> Threats refer to the negative or unfavourable external factors that create hurdles for a firm. Environmental scanning helps to identify possible threats in future and give warning signals to the firms.</p> <p>3) <b>Sensitization of Management to Cope with Rapid Changes:</b> The knowledge of environmental changes sensitizes the management to make strategy to cope with the emerging problems.</p> <p>4) <b>Formulation of Strategies and Policies:</b> Environmental analysis helps in identifying threats and opportunities in the market. They can serve as the basis of formulation of strategies to counter threats and capitalise on opportunities in the market.</p> <p>5) <b>Image Building:</b> If a firm is sensitive to the external environment, it will come out with new products and services to meet the requirements of the customers.</p> <p>6) <b>Continuous Learning:</b> Strategy formulation is a continuous process that involves keeping in touch with the external environment.</p> <p>7) <b>Giving Direction for Growth:</b> The interaction with the environment leads to opening up new frontiers of growth for the business firms.</p> <p>8) <b>Identifying Firm's Strength and Weakness:</b> Business environment helps to identify the individual strengths and weaknesses in view of the technological and global developments. It activates management to move accordingly.</p> <p>9) <b>Basis of strategy:</b> Strategists can gather qualitative information regarding business environment and utilize it in formulating effective plans.</p> <p>10) <b>Intellectual stimulation:</b> Knowledge of environment changes provides intellectual stimulation to planners and decision-making authorities.</p> <p>(Any 5 points with explanation)</p>	
40.	<p>1) <b>Mass Marketing Strategy:</b> 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'.</p> <p>2) <b>Large Segment Strategy:</b> When a market is segmented and marketing resources are limited, the marketer may decide to pursue a large segment strategy.</p> <p>3) <b>Adjacent Segment Strategy:</b> When a single segment focus has reached the point of full market penetration and after a single-market segment successful, the marketer opts for adjacent marketing strategy, a closely related segment is tackled next.</p> <p>4) <b>Multi-Segment Strategy:</b> Market segmentation opens the door to multiple market-based strategies and greater marketing efficiency.</p> <p>5) <b>Small Segment Strategy:</b> Although a market may provide three segment opportunities, a business with limited resources and capabilities may decide to compete only in the smallest segment.</p> <p>6) <b>Niche Segment Strategy:</b> The word niche itself implies that one is targeting a limited number of consumers or a particular set of customers.</p> <p>7) <b>Sub-Segment Strategy:</b> If there are meaningful differences in customer needs within segments which are presently not being met by current market segmentation, then there is need for possible sub-segmentation.</p> <p>(Any 5 with explanation)</p>	5

41.	<p>(a) Physical evidence: It is the physical environment of the business organization.</p> <p>(b) Process: The procedures and formalities to be completed to avail service.</p> <p>(c) Place: The way of distributing the goods to consumers.</p> <p>(d) People: The behaviour and appearance of staff of the business.</p> <p>(e) Promotion: The methods of communicating with customers.</p>	5
42.	<p><b>1. Problem Recognition</b> –During the first stage of the consumer decision making process, the consumer becomes aware of the difference between the actual state (where we are now and the ideal state (‘where we want to be’)). This stage motivates the individual to achieve the desired state of affairs.</p> <p><b>2. Information Search</b> – In the second stage, the consumer gathers information related to his/her fulfillment of a desired state of affairs. This search identifies alternative means of problem solution. High- involvement purchases may invite large information searches, while low- involvement purchases require little search activity. The search may include internal or external sources of information.</p> <p><b>3. Evaluation of Alternatives</b>-The third step in the consumer decision making process is to evaluate the evoked set of options identified during the search step. The result of the evaluation stage helps in choosing a brand or product in the evoked set or might also result in a decision to start search for additional alternatives, when all those which were identified during the initial search seem to be unsatisfactory.</p> <p><b>4. Purchase Decision and Action</b> The search and alternative evaluation stages of the decision process result in the final purchase decision and the act of making the purchase. At this stage, the consumer has evaluated each alternative in the evoked set based on his/her personal set of evaluative criteria and lowered the alternatives down to one.</p> <p><b>5. Post-Purchase Evaluation-</b> The purchase act might result in one of two:  <b>Satisfaction</b> – The buyer feels satisfied at the reduction of the gap between the actual and the ideal states or might experience dissatisfaction with the purchase.  <b>Dissatisfaction</b> – Sometimes, however, consumers experience some post purchase anxieties, called cognitive dissonance. It is a thought that one has not made the right decision.</p>	5
	<b>THE END</b>	