



INDIAN SCHOOL MUSCAT ANNUAL EXAMINATION MARKETING

CLASS: XI

Sub. Code: 812

Time Allotted: 3 Hrs.

13.02.2020

Max. Marks: 60

General Instructions:

1. This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.
2. **Part A: Employability Skills (10 Marks)**
 - i. Answer any 4 questions out of the given 6 questions of 1 mark each.
 - ii. Answer any 3 questions out of the given 5 questions of 2 marks each.
3. **Part B: Subject Skills (40 Marks):**
 - i. Answer any 10 questions out of the given 12 questions of 1 mark each.
 - ii. Answer any 5 questions from the given 7 questions of 2 marks each.
 - iii. Answer any 5 questions from the given 7 questions of 3 marks each.
 - iv. Answer any 3 questions from the given 5 questions of 5 marks each.
4. This question paper contains 42 questions out of which 30 questions are to be answered.
5. All questions of a particular part/section must be attempted in the correct order.
6. The maximum time allowed is 3 hrs.

PART A: EMPLOYABILITY SKILLS (10 MARKS)**Answer any 4 questions out of the given 6 questions of 1 mark each:**

- | | | |
|---|--|---|
| 1 | By which action can a sender send his or her messages? | 1 |
| | (a) Listening (b) Speaking (c) Sleeping (d) None of the above | |
| 2 | _____ means a view or judgment formed about something, not necessarily based on fact. | 1 |
| | (a) Beliefs (b) Opinions (c) Values (d) Like | |
| 3 | Give any two benefits of 'TEAM WORK'. | 1 |
| 4 | What is phonetics? | 1 |
| | (a) It is the study of how we write words in English. | |
| | (b) It is the study of how people understand sentences. | |
| | (c) It is the study of how many words the English language has. | |
| | (d) It is the study of the sounds we make when we speak. | |
| 5 | Priya wants to change the spelling of a word in the entire document. Which document should she use? | 1 |
| | (a) Copy (b) Find and Replace (c) Align left (d) Paste | |
| 6 | Name the toolbar used to scroll down the document up and down. | 1 |

Answer any 3 questions out of the given 5 questions of 2 marks each:

- 7 Draw any two common signs used for visual communication. 2
- 8 Mention any 4 steps for effective time management. 2
- 9 Write keyboard shortcuts for the following commands: 2
 (a) Copy (b) Bold (c) Undo (d) Paste
- 10 Explain the meaning of 'header' and 'footer' in a word processor document. 2
- 11 What is meant by self-motivation? Mention the two types of motivation. 2

PART B: SUBJECT SKILLS (50 MARKS)

Answer any 10 questions out of the given 12 questions:

- 12 Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n): 1
 (a) idea (b) demand (c) product (d) service
- 13 The _____ holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being. 1
 (a) Customer-centered business (c) focused business model
 (b) Ethically responsible marketing (d) societal marketing
- 14 The _____ consists of factors and forces outside marketing that affect its management's ability to build and maintain successful relationships with target customers. 1
 (a) marketing environment (c) marketing system
 (b) marketing network (d) marketing organisation
- 15 Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following? 1
 (a) an image (b) a service (c) a product (d) an idea
- 16 A company's brand positioning relates to : 1
 (a) The way consumers perceive it in comparison with competitors
 (b) The market share
 (c) Its product features relative to other brands
 (d) Consumer's preference change
- 17 All of the following would be considered to be in a company's micro environment except: 1
 (a) marketing channel firms (c) publics
 (b) political forces (d) customer markets
- 18 _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share. 1
 (a) Penetration (b) Skimming (c) Differentiated (d) None of the above
- 19 Which marketing mix manages public relations? 1
 (a) Product (b) Price (c) Promotion (d) Place

- 20 Define marketing mix. 1
- 21 The buying process starts when the buyer recognizes a _____. 1
 (a) product (c) an advertisement for a product
 (b) a salesperson's visit (d) a problem or need

22 What do you mean by intensive distribution? 1

23 Branding is a _____ decision. 1
 (a) Product (b) Price (c) Promotion (d) Place

Answer any 5 questions out of the given 7 questions of 2 marks each:

24 Differentiate between customer value and customer satisfaction. 2

25 How does demographic environment information help firms? 2

26 State, in brief, with reason, whether following statements are correct/incorrect: 2
 (a) A Rolls-Royce is not in competition with Maruthi Alto.
 (b) A company should not attempt to compete in all segments with the same product.

27 Classify and explain the products on the basis of usage. 2

28 Define the following terms: 2
 (a) Marketing environment (b) Environmental scanning

29 How does the economic condition and lifestyle influence the consumer's purchasing behaviour? 2

30 Explain the roles of a customer as: 2
 (a) gatekeeper (b) influencer

Answer any 5 questions out of the given 7 questions of 3 marks each:

31 "If the company targets more of customer's needs, they will come back again and again and even bring along other customers". In the light of this statement discuss the importance of marketing to customers. 3

32 Explain the following scope of marketing: 3
 (a) People (b) Information (c) Place

33 Briefly explain any three types of competition in the micro environment of a firm. 3

34 Discuss the meaning of following terms: 3
 (a) Psychographic segmentation (b) Behavioural segmentation
 (c) Socio-economic segmentation

35 Elaborate any three features of marketing mix. 3

36 'The study of consumer behavior is very relevant for effective marketing management'. Discuss any three points. 3

37 Discuss any 3 points of importance of market segmentation. 3

Answer any 3 questions out of the given 5 questions of 5 marks each:

- 38 “The aim of marketing is to make selling superfluous”. Explain any five points of differences between marketing concept and selling concept. 5
- 39 “An environmental scanning becomes very crucial as it enables a management to identify present and future opportunities which it can exploit, or threats and constraints which have to be tackled”. Discuss any five points of significance of environmental scanning in the light of above statement. 5
- 40 Explain any five different types of targeting strategies used by marketers to search for the best prospects for their products among all consumers. 5
- 41 Discuss the following elements of service marketing mix: 5
(a) Physical evidence (b) Process (c) Place (d) People (e) Promotion
- 42 Identify the steps involved in consumer decision making process of a new apartment (high involvement) and explain the stages. 5

End of the Question Paper