

CLASS: XI	INDIAN SCHOOL MUSCAT FIRST PERIODIC TEST	MARKETING
	SET - B	
QP.NO.	VALUE POINTS	SPLIT UP MARKS
1.	Selective distribution: This is the middle path approach to distribution as the firm selects some outlets to distribute its products thereby enabling the manufacturer gain optimum market coverage and more control.	1
2.	Place	1
3.	Product marketing Mix and Service Marketing Mix.	1
4.	Customer as a focal point: the customer is the focal point of all marketing activity. The value of the product is determined by customer perception and the goal is to achieve a satisfied and loyal customer. Constant monitoring: It is necessary to keep continuous watch on the changing trends and requirements within the company as well as in the market to ensure that the marketing mix elements stay relevant and useful.	1+1 =2
5.	Advertising: It is a paid form of communication designed to persuade potential customers to choose the product or service over that of a competitor. Objectives: <ul style="list-style-type: none"> To increase profit by increasing sales. Make business and product name familiar to the public. Attract customers to find out more about your product or service. Create goodwill and build a favourable image 	3
6.	Product, Price, Promotion, Place.	1+2 =3
7.	It is defined as anything that can be offered to a market to satisfy a want. Consumer Goods: They are meant for personal consumption by the household or the final consumers. Example: biscuits, soaps or books Industrial Goods: They are meant for consumption or use as inputs in production of other products. Example: nuts and bolts, machinery etc.	2+2 = 4
8.	Marketing mix is the core of marketing process: Marketing mix involves important decisions relating to each element of the mix. The impact of the mix is best when proper weightage is allotted to each element and they are combined for attaining best results. 2. Marketing mix has to be reviewed constantly in order to meet the changing requirements: <ul style="list-style-type: none"> The marketing manager has to constantly review the mix and the market scenario and make necessary changes in the marketing mix according to changes in 	

	<p>the conditions and complexity of the market.</p> <p>3. Changes in external environment facilitate alterations in the mix:</p> <ul style="list-style-type: none"> • Changes keep on taking place in the external environment. For many industries, the customer is the most fluctuating variable of environment. Customers' tastes and preferences change very fast. Brand loyalty and purchasing power also change over a period. The marketing manager has to carry out market analysis constantly to make necessary changes in the marketing mix. <p>4. Changes taking place within the firm also necessitate changes in marketing mix:</p> <ul style="list-style-type: none"> • Changes within the firm may take place due to technology or product line or in the size and scale of operation. All such changes call for corresponding changes in the marketing mix. <p>5. Helps to achieve organizational goals:</p> <p>An application of an appropriate marketing mix helps to achieve organizational goals like increased profits and market share.</p>	
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