



# INDIAN SCHOOL MUSCAT FIRST TERM EXAMINATION



## MARKETING

CLASS: XI

Sub. Code:812 / B

Time Allotted: 3 Hrs

23.09.2018

Max. Marks: 50

### EXPECTED VALUE POINTS AND SCHEME OF EVALUATION

Q.NO.	Answers	Marks (with split up)
1	Total customer cost	1
2	Lower	1
3	Socio-cultural factors	1
4	Societal marketing can be defined as a marketing function in which the organisations identify the needs and wants of the target and then align the marketing activities of an organization in such a manner that their marketing efforts are socially responsible and thereby help the organization in gaining the trust of the society by having an image of a socially responsible organisation, but still remaining profitable.	1
5	Positioning is concerned about creating a perception in a consumer's about mind about the nature of company and its products relative to competitors.	1
6	Umbrella or jackets. (Any one)	1
7	(1) Creation of demand: Demand for products are created by informing the customers about utility of products. (2) Customer satisfaction: It is important for a marketing manager to study the demands of customers before offering any products or services. (3) Marketing share: It is the ratio of its sales to the total sales in the economy. (4) Generation of profits: The marketing department is the only department which generates revenue for business. (5) Public image: Goodwill of company is created over a period of time with regular emphasis on customer satisfaction through continuous improvement in product and services. ( Any two points. ½ for point and ½ for explanation)	2
8	Demographic forces refers to studying human population in terms of size, density, location, age, gender, race, literacy and occupation. The political environment includes all laws, government agencies and constitutional provisions affecting or limiting business organisations within a society.	2
9	The populations are broken down on the basis of income, education, occupation and social class. (Four points. ½ for each point.)	2

10	It is the measure of success of an organization. It is the match between customer expectations of the product and the product's actual performance.	2
11	In any country, the state of technology plays an important role in determining the type and quality of goods and services to be produced and the type of plants and equipment to be used. Early adoption of new technology helps in new improved products and increases the competitive advantage of business firm.	2
12	<p>(1) Health conscious consumers: They are premium consumers who are ready to spend money for their health.</p> <p>(2) Parents of new born babies: They use olive oil on their new born babies.</p> <p>(½ mark for each points. ½ for each reason)</p>	2
13	<p>(1) Marketing promotes product awareness to the public: Product awareness is possible if heavy advertising, sales promotion, personal selling, directing marketing etc. are done.</p> <p>(2) Marketing helps in enhancing product sales: Marketing helps to boost sales and revenue growth.</p> <p>(3) Marketing builds company reputation: Though reputation, consumers can easily associate the brand name with the images, logo or caption that they hear and see in the advertisements.</p> <p>(½ mark for each points. ½ for each explanation)</p>	3
14	Economic factors sometimes spread optimism like improvement in growth rate, higher demand, low interest rates and declining unemployment. On the other hand, it may cause nervousness indicating industrial recession, price rise, increase in taxation, declining employment and demand etc.	3
15	<p>(1) Age: New born babies, children, teens, youth, middle age people, old people.</p> <p>(2) Gender: Male, female.</p> <p>(3) Family structure: Bachelor stage, newly married couple, young married couples with dependent children etc.</p> <p>(4) Race: Ethnic background like Hindus celebrate Diwali and Chinese celebrate their New Year in two different ways.</p> <p>(5) Politics: The caps or dress required by different political parties are different.</p> <p>(6) Family size: Small family and large family.</p> <p>(7) The psychological life style: It is transformation of attitudes and expectations that becomes important.</p> <p>(8) Segacity: It is a refinement of the family life cycle grouping system, showing different behavioural patterns and aspirations to people as they proceed through life.</p> <p>(9) Type of neighbourhood or dwelling: The neighbourhood area in which a consumer lives will be reflected in one's professional status, income, life stage and behaviour.</p> <p>( Any three points. ½ for point and ½ for explanation)</p>	3
16	<p>(a) Business environment: It is the climate or set of conditions ie., economic, social, legal, technological and political situations in which business activities are conducted.</p> <p>(b) Environmental scanning: It is the process of scrutinizing and weighing up changes and trends in marketing environment by the firm.</p> <p>(c) Micro environment factors: It indicates the factors and forces in the immediate area of operation of the firm which affect the marketing</p>	3

	manager's ability to serve the customers. (1 mark each)																										
17	(a) Mobile phones: Occupation, Income (b) Magazine: Age, Gender, Lifestyle, Interests (c) New model car: Geography, Income, Psychographic, Behavioural. (d) Shoes: Age, Life style, Interests, Income ( Any two segments for each type. 1 mark each for each question)			4																							
18	(1) Determining opportunities: It helps to identify positive and favourable external forces. (2) Identification of threats: Identify the unfavourable or negative factors that create hurdles for a firm. (3) Sensitisation of management to cope with rapid changes: It helps to adjust with changing technology, competition, government policies etc. (4) Formulation of strategies and policies: Helps in identifying threats and opportunities in the market. (5) Image building: Good and quality products improve the image of business. (6) Continuous learning: Since it is a continuous process, the managers continue to understand environmental changes. (7) Giving direction for growth: The interaction with the environment leads to opening up new frontiers for the growth and expansion of their activities. (8) Identifying firm's strength and weakness: It helps to identify individual strength and weaknesses in view of technological and global developments. (9) Basis of strategy: It can gather qualitative information regarding business environment and utilize in formulating policies. (10)Intellectual simulation: Knowledge of environment provides intellectual simulation to planners and decision making authorities. ( Any four points. ½ for point and ½ for explanation)			4																							
19	<table><tr><td>Basis</td><td>Marketing concept</td><td>Selling concept</td></tr><tr><td>1. Definition</td><td>Marketing is the process of creating value for customer and delivering goods and services for profit</td><td>Selling is the process of encoring customers for increasing sales</td></tr><tr><td>2 Objective</td><td>To satisfy customer through goods and services</td><td>To increase sales of goods and services</td></tr><tr><td>3 Scope</td><td>Wider</td><td>Narrow</td></tr><tr><td>4 Emphasis</td><td>On customer needs</td><td>On products or services</td></tr><tr><td>5 Profit</td><td>Earns profit through customer satisfaction</td><td>Earns profit through attractive sales and promotion</td></tr><tr><td>6 Start</td><td>Starts with actual and potential customers</td><td>Starts with existing product</td></tr><tr><td>7 Market segmentation</td><td>This concept thinks about segmentation</td><td>This concept thinks about market concept</td></tr></table>	Basis	Marketing concept	Selling concept	1. Definition	Marketing is the process of creating value for customer and delivering goods and services for profit	Selling is the process of encoring customers for increasing sales	2 Objective	To satisfy customer through goods and services	To increase sales of goods and services	3 Scope	Wider	Narrow	4 Emphasis	On customer needs	On products or services	5 Profit	Earns profit through customer satisfaction	Earns profit through attractive sales and promotion	6 Start	Starts with actual and potential customers	Starts with existing product	7 Market segmentation	This concept thinks about segmentation	This concept thinks about market concept	6	
Basis	Marketing concept	Selling concept																									
1. Definition	Marketing is the process of creating value for customer and delivering goods and services for profit	Selling is the process of encoring customers for increasing sales																									
2 Objective	To satisfy customer through goods and services	To increase sales of goods and services																									
3 Scope	Wider	Narrow																									
4 Emphasis	On customer needs	On products or services																									
5 Profit	Earns profit through customer satisfaction	Earns profit through attractive sales and promotion																									
6 Start	Starts with actual and potential customers	Starts with existing product																									
7 Market segmentation	This concept thinks about segmentation	This concept thinks about market concept																									

		deeply		
	8 Marketing mix	Equal importance on marketing mix	Gives importance on only promotion	
	9 Effectiveness	Applicable in pure competition market	Useless in pure competition market	
	10 Price	Consumers determine price	Cost determines price	
	11 View on business	It views business as a customer satisfying process	It views business as a goods producing process	
	( Any six points. ½ mark for each point of difference)			
20	<ol style="list-style-type: none"> <li>1. Improved customer relations: Since segmentation helps to meet the customer needs and expectations, market segmentation is customer oriented.</li> <li>2. Perfect-like marketing mix: Since market segmentation assists in defining shopping habits, price sensitivity and the benefits required.</li> <li>3. Better resource allocation: Segmentation reveals who nit to target and which customer groups will be best recipients of resources.</li> <li>4. Competitor analysis: Segmentation helps to know about competitors, the segments being served by them and their working practices, it will be an advantage.</li> <li>5. Taking care of dynamic environment: Customer segments which are likely to change due to changing environment, can be taken care of in strategic marketing planning.</li> <li>6. Focus marketing communication: Segmentation establishes commitment and single- segmentation with the organization: one vision, one voice, harmonized messages.</li> <li>7. Measurement: Segmentation is essential for measuring market share, growth etc.</li> </ol>			6
	( Any six points. ½ for point and ½ for explanation)			
	<b>END</b>			