



INDIAN SCHOOL MUSCAT FIRST TERM EXAMINATION



MARKETING

CLASS: XI

Sub. Code: 812 / C

Time Allotted: 3 Hrs

23.09.2018

Max. Marks: 50

EXPECTED VALUE POINTS AND SCHEME OF EVALUATION

Q.NO.	Answers	Marks
1	Total customer cost	1
2	Geo demographic segmentation	1
3	The way consumers perceive it in comparison with competitors	1
4	Willingness and ability to purchase the commodity.	1
5	Micro and macro environment. Demographic, economic, political, socio-cultural and technological factors.	1
6	Segmentation, targeting, positioning.	1
7	Needs : are the state of being deprived of something. Needs can be physical like hunger, clothing, shelter etc. and can be social like love and belongingness Want: wants are the forms taken by human needs as they are shaped by culture and individual personality. They are essentially depending upon needs.	1+1
8	Environment scanning is the careful monitoring of an organizations internal & external environment for detecting early signs of opportunities and threats that may influence its current & future plans. It enables a management to identify present and future opportunities which it can exploit or threats which have to be tackled.	1+1
9	After identifying segment, the consumers and the business customers within the targeted segments must be offered relevant propositions that have direct relevance to their needs and buying behavior. The positioning is concerned about creating a perception in a consumers mind about the nature of company and its products relative to competitors. Positioning can be done through Physical positioning and Perceptual positioning.	1+1
10	Demography refers to studying human population in terms of size, density, location, age, gender literacy and occupation. The demographic environment is of great interest to the marketers because these factors constitute potential market for company's products. If the total population consists of more of children, there will be more demand for toys and baby foods. With more of elderly people in a locality, there will be more demand for medicines, walking sticks etc. the changing habits; tastes, etc. give direction to the marketers. It helps the marketers to divide the population into market segments and target markets	2
11	Experience: marketers can create stage and market experiences to the customers. For example water park and theme parks provide experience marketing. Retailing is not an	1 + 1=2

	<p>activity involved in just selling goods to the customers; it has now become an experience. Shopping in a mall where the delightful experience comprises of not only shopping but also spending time with family and friends, eating out, watching movie and enjoying the complete day.</p> <p>Information is basically produced and marketed and distributed by universities, schools, colleges, newspapers, magazines, books etc. to the customers at a price. Here he customers might be students , parents, communities etc.</p>	
12	Psychographic segmentation examines mental characteristics and purchasing habits. It is related with values and lifestyles. Consumers buy things because of the personality, lifestyle and the consumer values they hold.	2
13	<p>Static and dynamic environment</p> <p>Those environmental forcers do not show any significant change. This is called stable or static environment. Ex. Attitude of the people</p> <p>Those factors which show frequent changes both internally and externally they are called dynamic environment. Example: government policies, technology, communication system etc.</p>	3
14	<p>(i) Marketing creates utility</p> <p>(a) Form Utility: raw materials into finished goods</p> <p>(b) Place utility: Transporting goods from place of production to place of consumption</p> <p>(c) Time utility: process of storing goods.</p> <p>(ii) Large number of choices available: marketers create needs and wants and try to satisfy through offering variety of product choices.</p> <p>(iii) More platforms are available: with the advent of technology, the marketers are offering both offline and online platforms to purchase.</p>	1x3 = 3
15	<p>It refers to the state of technology in the areas of manufacturing, mining, construction, transportation, and information technology.</p> <p>Advancement in technology leads to greater productivity, higher quality and lower cost of production for the business</p> <p>Early adoption of new technology helps in new improved products and increases the competitive advantage of the business firm.</p>	1 mark for each point
16	<p>(i) Geographic segmentation: the region, the city size, its density whether urban or rural and the climate matters a lot in segmenting the market on the basis of geographic segmentation. It reflects physical location.</p> <p>(ii) Coolers are not normally sold in hilly areas</p> <p>2. Behavioural Segmentation: It takes into consideration the purchasing behavior as the starting point, how frequently they buy, how loyal they are, what benefits they seek, when they buy etc. these are usage status, occasion for purchase willingness to buy etc.</p> <p>3. Socio economic : the populations are broken down according to income, employment, education, social class, home/car ownership etc.</p>	1x3 = 3
17	<p>A public means any group that has an actual or potential interest in or impact on the company's ability to achieve its objectives.</p> <p>(i) Financial publics: it influences the company's ability to obtain funds. Example banks, investment houses and shareholders.</p> <p>(ii) Media publics: those devices that carry news, features and editorial opinion. They include newspapers, magazines, radio and television stations.</p> <p>(iii) Local publics: every company has local publics, such as neighborhood residents and community organizations.</p>	1+3 = 4

	(iv) Internal Publics (v) General Publics (vi) Government Publics (Any three)	
18	<p>Targeting is the process of identifying the most attractive segments from the segmentation stage, usually, the ones most profitable for the business. The process of dividing a market into smaller sections which contain customer with similar needs and wants.</p> <p>Types of targeting:</p> <ol style="list-style-type: none"> (1) Mass marketing strategy (2) Large segment strategy (3) Adjacent segment strategy (4) Small segment strategy (5) Sub-segment strategy (6) Niche segment strategy <p>(Explain any three)</p>	1+3 =4
19	<p>Marketing is a continuous process, where activities pertaining identification of the needs, wants and demands of the customer, then designing of a suitable product to meet all the needs, giving name to the product and converting it to a brand by communicating it to the customers.</p> <p>Objectives of marketing:</p> <ol style="list-style-type: none"> 1. Creation of demand 2. Customer satisfaction 3. Market share 4. Generation of profit 5. Public image. (Explain each point) 	1+ 1x5 = 6
20	<p>Market segmentation is the process of dividing a heterogeneous market into homogeneous sub units. i.e. grouping similar consumers in a market segment, in which they have similar buying characteristics.</p> <p>Importance:</p> <ol style="list-style-type: none"> (i) Improved customer relations (ii) Perfect line marketing mix (iii) Better resource allocation (iv) Competitor analysis (v) Taking care of dynamic Environment (vi) Focus marketing communication (vii) Measurement. 	1+1x5 =6