

INDIAN SCHOOL MUSCAT
CLASS: 11
SECOND PERIODIC ASSESSMENT
MARKETING (812)
SET - B

QP.NO.	VALUE POINTS	SPLIT UP MARKS
1.	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
2.	Initiator	1
3.	(b) Promotion	1
4.	(d) a problem or need	1
5.	(a) Product	1
6.	In a society, the cultural study can be made by over viewing religion, customs, language, traditional arts, work-patterns of people. Culture is prescriptive, socially shared, facilitator of communication, subjective, cumulative and dynamic. The thinking patterns are passed from generation to generation. These factors make an important basis for market segmentation, product development, advertising, etc. The consumption habits, eating habits, food-preferences, etc. signal the producers about what should be produced and supplied in the market.	2
7.	Influencer: The person who directly or indirectly has some influence on the final buying decision of others. People who influence the buying decision. Decider: The person who finally determines part or the whole of the buying decision i.e., all like whether to buy, what to buy. Gatekeeper: The person who permits the flow of certain information and restricts flow of some set of information.	3
8.	1. Knowledge of consumer behavior helps to determine the marketing mix- The management keeps on exploring -what type of product consumer purchases in general; what factors persuade him to buy a good; why does he buy a specific brand from a particular shop; why does he shift his preferences from one brand to another. 2. To assess consumer’s actions or reactions- The consumer seeks value for money. He wants to pay fewer prices, but expects superior features in the product. 3. To meet diversified consumer preferences –With globalization customers got more availability of more choices compared to pre-1991 era. 4. A guide to planning and implementing marketing strategies - Knowledge of consumer behaviour can serve as a great help to formulate and implement marketing strategies to achieve goals of the firm. 5. To address special needs, personalities, and lifestyles of consumers- Consumer prefer differentiated products to reflect their special needs, personalities, and lifestyles. 6. To identify market segmentation. This also helps to classify market segments to market the products effectively. 7. To remain updated with technological advancement and bring new products to the market at faster pace	5

	(Any 5 points)	
9.	<p>1. 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.</p> <p>2. Marketing mix has to be reviewed constantly in order to meet the changing requirements: 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 the conditions and complexity of the market.</p> <p>3. Changes in external environment facilitate alterations in the mix: 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.</p> <p>4. Changes taking place within the firm also necessitate changes in marketing mix: 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> <p>5. Applicable to business and non-business organization: Marketing mix is applicable not only to business organizations but also to non-business organizations, such as clubs and educational institutions.</p> <p>6. Helps to achieve organizational goals: An application of an appropriate marketing mix helps to achieve organizational goals like increased profits and market share.</p> <p>7. Concentrates on customers: A clear focus point of marketing mix is the customer, and the marketing mix is expected to provide maximum customer satisfaction</p> <p>(Any 5 points)</p>	5