

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

QP.NO.	VALUE POINTS	SPLIT UP MARKS
1.	(a) Product	1
2.	Initiator	1
3.	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
4.	(d) a problem or need	1
5.	(b) Promotion	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. 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: 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. 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. 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. 5. Applicable to business and non-business organization: Marketing mix is applicable not only to business organizations	5

	<p>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>	
9.	<p>According to Schiffman and Kanuk consumer behaviour is defined as “ The study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes the study of ‘what they buy’, ‘why they buy’, when they buy’, where they buy’, ‘how often they buy it’ and how often they use it’.</p> <p>Psychological factors</p> <p>1. Motivation: A need becomes a motive when it is aroused to a sufficient level of intensity and a motive is a need that is sufficiently pressing to drive the person to act. Thus, motivation drives the consumers to develop a purchasing attitude.</p> <p>2. Perception: What a person thinks about a particular product or service is his/her perception towards it. For someone a Dell Laptop might be the best laptop while for others it could be just one of the best brands available.</p> <p>3. Learning: Learning comes only through experience. An individual comes to know about a product and service only after he/she uses the same.</p> <p>4. Beliefs and Attitudes: Beliefs and attitude play an essential role in influencing the buying decision of consumers. Individuals create a certain image of every product or service available in the market.</p> <p>5. Personality: Personality is the collection of inner psychological attributes that characterize the outer behavior an individual in terms of individual differences.</p> <p>(Any 4 psychological factors)</p>	1+4=5