



**INDIAN SCHOOL MUSCAT
SECOND TERM EXAMINATION
MARKETING (812)**

CLASS: XI

Time Allotted: 2 hrs.

28.02.2022

Max. Marks: 30

General Instructions:

1. Please read the instructions carefully
2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
3. Section A is of 05 marks and has 06 questions on Employability Skills.
 - (a) Questions numbers 1 to 4 are one mark questions. Attempt any three questions.
 - (b) Questions numbers 05 and 06 are two marks questions. Attempt any one question.
4. Section B is of 17 marks and has 16 questions on Subject Specific Skills.
 - (a) Questions numbers 7 to 13 are one mark questions. Attempt any five questions.
 - (b) Questions numbers 14 to 18 are two marks questions. Attempt any three questions.
 - (c) Questions numbers 19 to 22 are three marks questions. Attempt any two questions.
5. Section C is of 08 marks and has 03 competency-based questions.
 - (a) Questions numbers 23 to 25 are four marks questions. Attempt any two questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.

Section A: Employability Skills (05 Marks)

Questions numbers 1 to 4 are one mark questions. Attempt any three questions.

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|----|---|---|
| 1. | A detailed plan of what an entrepreneur wants to achieve through the business and how it will be achieved. Name it. | 1 |
| 2. | What is the difference between manufacturing and trading business activities? | 1 |
| 3. | Name any two Stakeholders in Green Economy. | 1 |
| 4. | What is National Green Tribunal? | 1 |

Questions numbers 05 and 06 are two marks questions. Attempt any one question.

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|---|---|---|---------------------------|-------------------------------|------------------------|-----------------|--|----------------------------|--------------------------|---|
| 5. | Match the following policies with their main objective: | 2 | | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">1. National Solar Mission</td> <td style="width: 50%;">A. Sanitation and cleanliness</td> </tr> <tr> <td>2. Green India Mission</td> <td>B. Clean energy</td> </tr> <tr> <td>3. National Policy on Skill Development and Entrepreneurship</td> <td>C. Protecting forest cover</td> </tr> <tr> <td>4. Swachh Bharat Abhiyan</td> <td>D. Skill development at scale with speed and standard</td> </tr> </table> | | | 1. National Solar Mission | A. Sanitation and cleanliness | 2. Green India Mission | B. Clean energy | 3. National Policy on Skill Development and Entrepreneurship | C. Protecting forest cover | 4. Swachh Bharat Abhiyan | D. Skill development at scale with speed and standard |
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| 6. | Describe the National Action Plan for Climate Change (NAPCC) in 4 –5 lines. | 2 | | | | | | | | |

Section B: Subject Skills (25 Marks)

Questions numbers 7 to 13 are one mark questions. Attempt any five questions.

7. Differentiate between an initiator and an influencer 1
8. Group comprises of two or more persons realizing common goals, group values, attitudes and behavior is called ----- 1
9. State whether the following statements are true or false: Justify your answer 1
Consumer is the person who purchases the product but may not directly consume it.
10. Define sales promotion 1
11. In the case of Mercedes, for a very long time it used a -----segment strategy to focus on luxury car market. 1
12. Write any two advantages of Demographic segmentation 1
13. Identify the type of segment- People are grouped on the basis of how they spend their time, the importance of things in their surroundings, beliefs about themselves and broad issues and some demographic characteristics, such as income and education. 1

Questions numbers 14 to 18 are two marks questions. Attempt any three questions.

14. Identify and define the targeting strategy useful for a company offer a single product/service/idea across different market segments. 2
15. In service marketing People (P) plays a very important role. Identify the reasons 2
16. Define Word of Mouth Communication. Identify the benefits of Word of Mouth Communication.
17. From the consumer's behaviour displayed in searching, purchasing, using, evaluating, and disposing of products, marketers get a fair idea to satisfy their needs. Based on this statement identify any four importance of studying Consumer Behavior 2
18. How family becomes an important factor in deciding consumer's buying behavior? 2

Questions numbers 19 to 22 are three marks questions. Attempt any two questions.

19. Honda makes reliable, affordable cars under the Honda name for one segment of the market, and makes Acura vehicles for the luxury segment of the market. Identify the type of targeting strategy followed by Honda here. Explain the concept in details. 3
20. The marketing plan is finalized after ensuring that all four elements of marketing mix are in harmony. Do you agree this statement? Identify and define marketing mix of service market with relevant examples. 3
21. You are the marketing manager of a company manufacturing toy car. Explain briefly, main features of marketing mix to be considered by you before distributing the toy car. 3

22. The study of consumer behavior is very relevant for effective marketing management. Explain. 3

Section C - Competency-Based Questions.

Questions numbers 23 to 25 are four marks questions. Attempt any two questions.

23. Saraha college girl has a computer that is starting to run slowly. She is getting ready to start the semester and needs a computer that will efficiently help her with her assignments. Identify the purchase decision process that Saraha will go through before she buys a new computer. 4
24. Suraj is a small entrepreneur involved in the manufacturing of hair wax. He finds that cost of production of 100 gm of hair wax is ₹250. He has decided to keep a margin of 15% as profit. Moreover, he has assessed that there is a free competition in this product segment. In the context of above case: 4
- a. Identify and define the function of marketing being performed by Suraj.
 - b. Differentiate between Skimming pricing and penetration pricing policy
25. Asian Paints positioned in 1991 as 'Mera Wala'. In 1992, it was 'Khushion Ke Rang' and 'Jo Shade Apcolite Mein Nahin, Who Shayad Kahin Nahin'. Asian Paints used a comic route, skewing away from the previous campaign's emotional stance and brought to life a Mr. Sunil Baby campaign, whose home's exterior wall pain lasted longer than his lifetime. In 2012, it showed two brothers trying to teach each other the right tricks of painting a house. In 2013, the campaign begins with 'Har Ghar Kuchh Kehta Hai'. Define the concept discussed here and identify the process. 4

End of the Question Paper