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SET	A
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**INDIAN SCHOOL MUSCAT
FINAL EXAMINATION 2023
MARKETING (812)**



CLASS : XI
DATE: 21-02-2023

TIME ALLOTTED : 3 HRS.
MAXIMUM MARKS: 60

GENERAL INSTRUCTIONS:

1. Please read the instructions carefully.
2. This Question Paper consists of 24 questions in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.
5. All questions of a particular section must be attempted in the correct order.

SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):

1. This section has 06 questions.
2. There is no negative marking.
3. Do as per the instructions given.
4. Marks allotted are mentioned against each question/part.

SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):

1. This section contains 18 questions.
2. A candidate has to do 11 questions.
3. Do as per the instructions given.
4. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1 Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)

- | | | |
|------|---|---|
| i. | Which of the following method is used to receive information from the sender? | 1 |
| | a) Listening | |
| | b) Speaking | |
| | c) Telling | |
| | d) Writing | |
| ii. | Dressing and Grooming does not affect your overall impression on others. State True/False | 1 |
| iii. | In SMART goals, what does 'T' stands for? | 1 |
| iv. | Explain any one activity needed for effective time management. | 1 |

- v. Which among the following is the shortcut key to cut? 1
- a) Ctrl + C
 - b) Ctrl + V
 - c) Ctrl + O
 - d) Ctrl + X

- vi. Which of the following actions would not help a green agriculture sector? 1
- a) Using chemical fertilizers
 - b) Using organic manure
 - c) Growing vegetables using vermin compost
 - d) Buying or selling organic potatoes

Q. 2 Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)

- i. Differentiate between a manufacturer and a marketer 1
- ii. Select an appropriate definition of 'Want'. 1
- a) More consumer Needs
 - b) Needs backed by buying power
 - c) Needs directed to the product
 - d) Basic human requirements
- iii. Choose the correct option from below: 1
- Micro marketing environment includes
- i. Suppliers
 - ii. Customers
 - iii. Political system
 - iv. Shareholders
- A. i, ii, iii
 - B. i, ii, iv
 - C. i, iii, iv
 - D. ii, iii, iv
- iv. Tobacco advertising is now banned in virtually all marketing communication forms in many countries around the world. This can be explained as an influence of: 1
- A. Technological environment.
 - B. Legal environment.
 - C. Economic environment.
 - D. Ecological environment.
- v. One of the following is not an element of marketing mix : 1
- A. Distribution
 - B. Target market
 - C. Product
 - D. Promotion
- vi. The marketer can help by providing supportive information to the buyer and also by positive marketing communications. Explain why it is important to provide additional information to the customers? 1

- vii. Which element of the promotion mix is being referred to in the following statement? 1
It is an informal communication about the benefits of the product by satisfied customers and ordinary individuals.
- Q. 3 Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)**
- i. _____ is the best illustration of a subculture. 1
a) Occupation
b) Income
c) Religion
d) Family & Friends
- ii. Johnson baby oil is meant for tiny toddlers. What is it? 1
a) Differentiation
b) Positioning
c) Repositioning
d) Segmentation
- iii. An awareness of social distancing has been widespread during Covid 19 and hence we all stopped taking services from various members of the society. It is an example of 1
a) Psychographic
b) Geographic
c) Demographic
d) Behavioral
- iv. Which of the subsequent terms best describes the environment that includes the forces getting ready to the corporate that has an effect on its ability to serve its customers—the company, suppliers, promoting channel companies, client markets, competitors, and publics? 1
A. Macro environment
B. Micro environment
C. Global environment
D. Networked environment
- v. Young women interested in fashion are more likely to read ‘Famina’ a fashion magazine. This knowledge will help the marketer to identify. 1
a) Marketing Communication
b) Taking care of Dynamic Environment
c) Better Resource Allocation
d) Perfect-like Marketing Mix
- vi. Pruthvi automobile company works to keep its customers happy after each sale, aiming to delight each one of them in order to increase their customer lifetime value. 1
Which of buyer decision process steps does the company exemplify in above case?
- vii. “The power supplier would serve all the segments at the same time”. Identify the type of targeting strategy. 1
a) Large Segment Strategy
b) Adjacent Segment Strategy
c) Small Segment Strategy
d) Multi-Segment Strategy

Q. 4

Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)

- i. Which of the following refers to marketing channel? 1
A. Integrated Marketing Communication
B. Distribution
C. Marketing Myopia
D. Retailing
- ii. A noodle marketer promotes his product as a 'pure vegetarian and nourishing food' is applying the concept of _____ segmentation. 1
A. Benefit
B. Psychographic
C. Geographic
D. Demographic
- iii. What role does parents play in the selection of movies for children? 1
- iv. An online news website offering one month free for a subscription-based service or a bank offering a free checking account for six months. Identify the pricing policy. 1
a) Skimming pricing
b) Penetration pricing
c) Leader pricing
d) Differential pricing
- v. It is a refinement of the family life cycle grouping system, showing different behavioural patterns and aspirations to people as they proceed through life. Identify the segmentation. 1
- vi. An individual who is satisfied with a particular product/service will show a strong inclination towards buying the same product again and again is called _____. 1
a) Experience
b) Learning
c) Motivation
d) Expectation

Q. 5

Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)

- i. The term marketing refers to _____. 1
A. Advertising, Sales Promotion, Publicity and Public Relational activities
B. A new product needs ideas, Developments, concepts and improvements.
C. Sales Planning, Strategy and Implementation
D. A philosophy that stresses customer value and satisfaction.
- ii. Priori variables are called 1
A. Post-hoc variables
B. Response variables
C. Identifier variables
D. What they are
- iii. The Indian government has introduced the concept of 'corporate social responsibility of business' as well as "Eco mark" for marketing ecofriendly products. Identify the type of macro environmental factors/ forces which affect organization's marketing decisions and activities. 1
a) Politico-legal forces

- b) Economic forces
 - c) Natural or physical forces
 - d) Technological forces
- iv. A company might list the features of a new computer or provide examples of how the new computer can improve your life while positioning the product. Identify the type of positioning. 1
- a) Physical positioning
 - b) Product positioning
 - c) Service positioning
 - d) Perceptual positioning
- v. Avon uses a pink color with white and black accents. This color predominantly attracts women while men feel alienated by pink color. Identify the Psychological Factor used by the company here. 1
- a) Perception
 - b) Motivation
 - c) Learning
 - d) Personality
- vi. Differentiate between a decider and a gatekeeper. 1
- Q. 6 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)**
- i. When the mechanic discovers that your car needs a new tire, they will charge you for both the tire itself and the labor for putting it on your car. You need both to keep your car running. Identify the intangible product discussed here. 1
- ii. Segmenting airline passenger on the basis of price and punctuality is a case of _____ variable. 1
- A. Priori variables
 - B. Identifier variables
 - C. Response variables
 - D. Market variables
- iii. L'Oreal ad says "Because I'm worth it" and Hallmark Greeting Card ad says, "When you care enough to send the very best" are examples of 1
- a) Psychographic Segmentation
 - b) Socioeconomic segmentation
 - c) Personal segmentation
 - d) Demographics segmentation
- iv. When a single segment focus has reached the point of full market penetration and after a single-market segment successful, the marketer opts for ----- marketing strategy. 1
- a) Niche Segment Strategy
 - b) Small Segment Strategy
 - c) Multi-Segment Strategy
 - d) Adjacent Segment Strategy

- v. The basis of geodemographic segmentation is based upon 1
- City size
 - State or Union territory
 - Population density
 - Classification of residential neighbourhood
- vi. A _____ group comprises of two or more persons realizing common goals, group values, attitudes and behaviour. 1
- Reference group
 - Opinion leaders
 - Influencers
 - Political leaders

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

Answer each question in 20 – 30 words.

- Q.7 Write any two basic parts of speech. 2
- Q.8 List the benefits of maintaining personal hygiene. (any 2) 2
- Q.9 Explain any two menu options available in LibreOffice Writer. 2
- Q.10 Describe any two principles of idea creation? 2
- Q.11 Brief any two important policies for a green economy. 2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

- Q.12 Reward your loyal customers with more of what they like, and keep up to date on their motivations for choosing you. You'll be able to figure out why they value you over the long term and ensure they'll keep on sticking around. Identify and define the concept discussed here. 2
- Q.13 XYZ Company initially was in servicing and repairing of all types of electronic gadgets. But during COVID 19 period, the company started providing haircut, massage and other personal care services as well, at reasonable price. Identify the elements of marketing mix reflected above and define those taking answers from the examples. 2
- Q.14 In the Colour Television Market, Philips TV faces competition from other companies like Videocon, Onida, BPL and others. Identify the type of Micro market environment discussed here and explain how this factor is considered as Micro environment. 2
- Q.15 Make a segmentation of the Exercise Industry, Chewing Gum Industry 2
- Q.16 Give 2 points of difference between Intensive Distribution and Exclusive Distribution. 2

Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)

- Q.17 Importance of Marketing is not merely for customers but for society and marketer too. Explain. 3

- Q.18 Give three points of difference between Advertising and Sales promotion. 3
- Q.19 Explain the main factors affecting consumers buying behavior. 3

Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

- Q.20 Nike strives to produce products that are not only stylish and functional but also made from sustainable materials and produced in a way that minimizes waste and pollution. The Nike Foundation works to improve the lives of girls and young women around the world by providing them with access to education, sports, and health programs. 4
- a) Identify the marketing philosophy followed by Nike here.
 - b) Differentiate between societal marketing concept and relationship marketing concept.
- Q.21 The study of consumer behaviour is not only important for the current sales, but also helps in capturing the future market. Consumer behaviour assumes: Take care of consumer needs, the consumers, in return, will take care of your needs. Most of problems can be reasonably solved by the study of consumer behaviour. Modern marketing practice is almost impossible without the study of consumer behaviour. Based on the above discussion the importance of studying Consumer Behavior in marketing management. 4
- Q.22 Amith is working as marketing manager in a business firm dealing in manufacturing and sale of readymade garments. He wishes to consider the composition of population of whole country and produce and sell the garments to target market accordingly. 4
- a. Which basis of market segmentation is being considered by Amith?
 - b. State the six factors included in the type of market segmentation identification (a) above.
- Q.23 Intuition and creative thinking are key requirements for a marketing manager. But relying only on these qualities is incorrect and can lead to inaccurate assumptions that may not provide the desired results. Explain the steps followed by the marketing managers to ensure that marketing mix is based on research and combines facts with innovation and development. 4
- Q.24 Explicate various factors of macro environment which influence marketing management decision. 4

******END OF THE QUESTION PAPER******

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1. This section contains 18 questions.
2. A candidate has to do 11 questions.
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SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1 Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)

- | | | |
|------|--|---|
| i. | Which of the following is not an example of Communication Style?
a) Passive
b) Assertive
c) Simple
d) Aggressive | 1 |
| ii. | Which one of the following factors does not influence team building.
(a) Work Team Structure
(b) Work Team Process
(c) Diversity
(d) Self-reflection | 1 |
| iii. | In SMART goals, what does ‘T’ stands for? | 1 |

- iv. You can change the magnification of the page (i.e., make it bigger or smaller) using..... option 1
- Editing Bar
 - Zoom bar
 - Clipboard
 - Formatting bar
- v. Which among the following is the shortcut key to Save a document? 1
- Ctrl + C
 - Ctrl + V
 - Ctrl + S
 - Ctrl + X
- vi. Which of the following is not a part of 4 R's of sustainability? 1
- Refuse
 - Reduce
 - Recycle
 - Recreate

Q. 2 Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)

- i. Choose the correct option from below: 1
- Micro marketing environment includes
- Suppliers
 - Customers
 - Political system
 - Shareholders
- i, ii, iii
 - i, ii, iv
 - i, iii, iv
 - ii, iii, iv
- ii. Select the proper option from the options given below and rewrite the sentences. 1
- _____ is a basis of marketing function.
- Seller
 - Customer
 - Agent
 - Producer
- iii. Differentiate between a manufacturer and a producer. 1
- iv. Tobacco advertising is now banned in virtually all marketing communication forms in many countries around the world. This can be explained as an influence of: 1
- Technological environment.
 - Legal environment.
 - Economic environment.
 - Ecological environment.

- v. Which element of the promotion mix is being referred to in the following statement? 1
It is an informal communication about the benefits of the product by satisfied customers and ordinary individuals.
- vi. The marketer can help by providing supportive information to the buyer and also by positive marketing communications. Explain why it is important to provide additional information to the customers? 1
- vii. One of the following is not an element of marketing mix: 1
A. Distribution
B. Target market
C. Product
D. Promotion

Q. 3 Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)

- i. An awareness of social distancing has been widespread during Covid 19 and hence we all stopped taking services from various members of the society. It is an example of 1
a) Psychographic
b) Geographic
c) Demographic
d) Behavioral
- ii. Johnson baby oil is meant for tiny toddlers. What is it? 1
a) Differentiation
b) Positioning
c) Repositioning
d) Segmentation
- iii. _____ is the best illustration of a subculture. 1
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- iv. Which of the subsequent terms best describes the environment that includes the forces getting ready to the corporate that has an effect on its ability to serve its customers—the company, suppliers, promoting channel companies, client markets, competitors, and publics? 1
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- v. Young women interested in fashion are more likely to read 'Famina' a fashion magazine. This knowledge will help the marketer to identify. 1
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- vi. Pruthvi automobile company works to keep its customers happy after each sale, aiming to delight each one of them in order to increase their customer lifetime value. Which of buyer decision process steps does the company exemplify in above case? 1
- vii. “The power supplier would serve all the segments at the same time”. Identify the type of targeting strategy. 1
- Large Segment Strategy
 - Adjacent Segment Strategy
 - Small Segment Strategy
 - Multi-Segment Strategy

Q. 4 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)

- i. Which of the following refers to marketing channel? 1
- Integrated Marketing Communication
 - Distribution
 - Marketing Myopia
 - Retailing
- ii. An individual who is satisfied with a particular product/service will show a strong inclination towards buying the same product again and again is called _____. 1
- Experience
 - Learning
 - Motivation
 - Expectation
- iii. It is a refinement of the family life cycle grouping system, showing different behavioural patterns and aspirations to people as they proceed through life. Identify the segmentation. 1
- iv. When a company set different marketing strategies for different segments as few people might not know the product, a few know it but never used, and some people know it and have used it, what type of segmentation they have to keep in mind? 1
- Behavioural Segmentation
 - Personal Demographics segmentation
 - Geographic Segmentation
 - Demographics Segmentation
- v. What role does parents play in the selection of movies for children? 1
- vi. A noodle marketer promotes his product as a ‘pure vegetarian and nourishing food’ is applying the concept of _____ segmentation. 1
- Benefit
 - Psychographic
 - Geographic
 - Demographic

Q. 5

Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)

- i. The term marketing refers to _____. 1
- A. Advertising, Sales Promotion, Publicity and Public Relational activities
 - B. A new product needs ideas, Developments, concepts and improvements.
 - C. Sales Planning, Strategy and Implementation
 - D. A philosophy that stresses customer value and satisfaction.
- ii. An online news website offering one month free for a subscription-based service or a bank offering a free checking account for six months. Identify the pricing policy. 1
- a) Skimming pricing
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- iii. The Indian government has introduced the concept of 'corporate social responsibility of business' as well as "Eco mark" for marketing ecofriendly products. Identify the type of macro environmental factors/ forces which affect organization's marketing decisions and activities. 1
- a) Politico-legal forces
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- iv. A company might list the features of a new computer or provide examples of how the new computer can improve your life while positioning the product. Identify the type of positioning. 1
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 - b) Product positioning
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- v. Avon uses a pink color with white and black accents. This color predominantly attracts women while men feel alienated by pink color. Identify the Psychological Factor used by the company here. 1
- a) Perception
 - b) Motivation
 - c) Learning
 - d) Personality
- vi. Differentiate between a decider and a gatekeeper. 1

Q. 6

Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)

- i. When the mechanic discovers that your car needs a new tire, they will charge you for both the tire itself and the labor for putting it on your car. You need both to keep your car running. Identify the intangible product discussed here. 1
- ii. Segmenting airline passenger on the basis of price and punctuality is a case of _____ variable. 1
- A. Priori variables
 - B. Identifier variables
 - C. Response variables
 - D. Market variables

- iii. L'Oreal ad says "Because I'm worth it" and Hallmark Greeting Card ad says, "When you care enough to send the very best" are examples of 1
- Psychographic Segmentation
 - Socioeconomic segmentation
 - Personal segmentation
 - Demographics segmentation
- iv. When a single segment focus has reached the point of full market penetration and after a single-market segment successful, the marketer opts for ----- marketing strategy. 1
- Niche Segment Strategy
 - Small Segment Strategy
 - Multi-Segment Strategy
 - Adjacent Segment Strategy
- v. The basis of geodemographic segmentation is based upon 1
- City size
 - State or Union territory
 - Population density
 - Classification of residential neighbourhood
- vi. A _____ group comprises of two or more persons realizing common goals, group values, attitudes and behaviour. 1
- Reference group
 - Opinion leaders
 - Influencers
 - Political leaders

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

Answer each question in 20 – 30 words.

- Q.7 Name any four parts of speech. 2
- Q.8 List the benefits of maintaining personal hygiene. (any 2) 2
- Q.9 Explain any two menu options available in LibreOffice Writer. 2
- Q.10 What do you mean by stakeholders in green economy? Give example. 2
- Q.11 Entrepreneurs often exhibit certain attitudes. List any two of them. 2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

- Q.12 Match the correct Pairs. 2

Group A	Group B
a) Marketing Mix	i) Service sector
b) Price	ii) Place
c) Physical distribution	iii) Exchange value of goods
d) Intangible products	iv) Marketing elements

- Q.13 Explain the 4 C's of marketing mix. 2
- Q.14 Identify the stages of Consumer buying process 2
- This stage motivates the individual to achieve the desired state of affairs.
 - Marketers try to educate consumers about attributes that they view as important in evaluating a particular class of goods.
- Q.15 Make a segmentation of the Exercise Industry, Chewing Gum Industry 2
- Q.16 Give 2 points of difference between Intensive Distribution and Exclusive Distribution. 2
- Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)**
- Q.17 Importance of Marketing is not merely for customers but for society and marketer too. Explain. 3
- Q.18 Give three points of difference between personal selling and word of mouth communication. 3
- Q.19 Explain the importance of studying Consumer Behavior. 3
- Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)**
- Q.20 Reebok strives to produce products that are not only stylish and functional but also made from sustainable materials and produced in a way that minimizes waste and pollution. The Reebok Foundation works to improve the lives of girls and young women around the world by providing them with access to education, sports, and health programs. 4
- Identify the marketing philosophy followed by Reebok here.
 - Differentiate between societal marketing concept and relationship marketing concept.
- Q.21 The study of consumer behaviour is not only important for the current sales, but also helps in capturing the future market. Consumer behaviour assumes: Take care of consumer needs, the consumers, in return, will take care of your needs. Most of the problems can be reasonably solved by the study of consumer behaviour. Modern marketing practice is almost impossible without the study of consumer behaviour. Based on the above discussion identify the main steps followed by the consumer while purchase any commodity. 4
- Q.22 Sarah is working as marketing manager in a business firm dealing in manufacturing and sale of readymade garments. She wishes to consider the composition of population of whole country and produce and sell the garments to target market accordingly. 4
- Which basis of market segmentation is being considered by Sarah?
 - State the six factors included in the type of market segmentation identification (a) above.
- Q.23 Intuition and creative thinking are key requirements for a marketing manager. But relying only on these qualities is incorrect and can lead to inaccurate assumptions that may not provide the desired results. Explain the steps followed by the marketing managers to ensure that marketing mix is based on research and combines facts with Innovation and development. 4

Q.24 The process at Apollo Hospitals, one of the premium hospital chains in India involves very established procedures and documentation. It has been a major player in scripting the medical landscape of the nation. This is primarily because the group has continuously been at the helm of several game changing innovations in Indian healthcare. Apollo hospitals in NABH, NABL accredited and also has ISO 9002 award. Based on the above description identify the main marketing elements of Service market.

4

******END OF THE QUESTION PAPER******