

**SET****A**

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

CLASS:XI

Max.Marks: 60

**MARKING SCHEME**

SET	QN.NO	VALUE POINTS	MARKS SPLIT UP
A	Q. 1 i	a. Listening.	$\frac{1}{2} + \frac{1}{2} = 1$
A	ii.	False	1
A	iii.	Time bound	1
A	iv.	The following are activities needed for effective time management (explain any 1) a. Setting and prioritizing goals b. Creating a Schedule c. Making Lists of tasks d. Balancing work and leisure e. Breaking large tasks into smaller tasks	1
A	v.	Ctrl + X	1
A	vi.	a) Using chemical fertilizers	1
A	Q2.i.	A manufacturer is someone who makes products in a factory; anything from a needle to a plane. A marketer is someone who performs various activities to facilitate exchange of goods and services between the producers or manufacturers and users (consumer) of the product.	1
A	ii.	c. Needs directed to the product	1
A	iii.	B. i, ii, iv	1
A	iv.	B. Legal environment.	1
A	v.	B. Target market	1
A	vi.	The consumer attempts to reduce this anxiety by searching for additional information that supports his/her choice.	1
A	vii.	Word of Mouth	1

A	Q3.i.	c. Religion	1
A	ii.	A) Segmentation	1
A	iii.	C) Demographic	1
A	iv.	B) Microenvironment	1
	v.	a) Marketing Communication	
	vi.	Post purchase	1
	vii.	d) Multi-Segment Strategy	1
	Q4.i.	b) Distribution	1
	ii.	C. Geographic	1
	iii.	Gate keeper	1
	iv.	b) Penetration pricing	1
	v.	Segacity - Personal Demographics segmentation	1
	vi.	b) Learning	1
	Q5i.	d) A philosophy that stresses customer value and satisfaction.	1
	ii.	c) Identifier variables	1
	iii.	c) Natural or physical forces	1
	iv.	d) Perceptual positioning	1
	v.	a) Perception	1
	vi.	The gatekeeper is a person who permits the flow of certain information and restricts flow of some set of information. The decider is a person who finally determines part or the whole of the buying decision, ie. all quantity like whether to buy, what to buy, how to buy, when to buy or where to buy are considered.	$\frac{1}{2} + \frac{1}{2} = 1$
	Q6.i.	The labor for putting it on your car.	1
	ii.	c. Response variables	1
	iii.	A. Psychographic Segmentation	1
	iv.	d. Adjacent Segment Strategy	1

	v.	d) Classification of residential neighbourhood	1
	vi.	a) Reference group	1
	7	<p><b>Noun</b> Nouns are words that refer to a person, place, thing or idea. These are ‘Naming words’ In the sentence, “Reema wrote a letter.” both Reema and letter are nouns.</p> <p><b>Pronoun</b> A pronoun is a word used in place of a noun In the second sentence, “Reema wrote a letter. She is tired.” ‘She’ is used in place of the noun Reema, and it is a pronoun</p> <p><b>Adjectives</b> Adjectives are words that describe other words In the sentence: “Reema wrote a long letter.” ‘Long’ is an adjective that describes the noun ‘letter’.</p> <p><b>Verbs</b> Verbs are words that show action In the sentence: “Reema wrote a letter.” ‘Wrote’ is the verb. It tells what action Reema did.</p> <p><b>Adverbs</b> Adverbs are words that add meaning to verbs, adjectives, or other adverbs. They answer the questions — How? How often? When? And Where? In the sentence: “Reema quickly wrote a letter.” ‘Quickly’ is an adverb. It tells us how Reema did the action (writing) (Any two) (Any two)</p>	1+1=2
A	8	<p>Personal hygiene is important because it</p> <ul style="list-style-type: none"> <li>• helps us stay healthy.</li> <li>• creates a good image of ourselves.</li> <li>• helps us avoid feeling ashamed in public due to our bad breath, body odour, etc. (Any two)</li> </ul>	1+1=2
A	9	<p>The menu bar is found at the top of the Libre Office window and has several options, such as File, Edit, View, Insert, Format, Styles, Table, Form, Tools, Windows and Help.</p> <p>File: contains commands that apply to the Entire document, such as New, Open, Close, Save, Print, etc.</p> <ul style="list-style-type: none"> <li>• Edit: contains commands which are used For editing a document. Some of these are Undo, Cut, Copy, Paste, Find and Replace, etc.</li> <li>• View: contains commands used to change the display of a document in the LibreOffice Window, for example Zoom in/out, Web, Status Bar, Ruler, etc.</li> <li>• Insert: contains commands that help to Add or insert various objects into a document, for example, Image, Shape, Chart, Header, Footer, Page Number, etc.</li> <li>• Format: contains commands to change the look of the text in the document, for example, making the text bold, line spacing, aligning text, paragraph, etc.</li> <li>• Styles: contains commands, which set the common style of the document, i.e., it specifies the default format of the document. It has commands to create a new style, load a style and access the Styles and Formatting section.</li> <li>• Table: contains commands to insert or delete a table in a document and format it</li> </ul>	1+1=2
A	10	Customer Need- An idea should serve the customer’s need or demand. A business idea can come from an existing demand in the market or through a	1+1=2

		<p>desire to make what is available in the market, better. A product or service, which is either not meeting customer's needs, or is partially meeting needs is available, so there is a demand to fill in the gap. Hence, an entrepreneur thinks of starting a business to meet this demand.</p> <p><b>Entrepreneur's Own Interest or Talent</b> An entrepreneur often works with an idea that she or he is passionate about. Not all entrepreneurs start with just what is in demand or what the market needs. Some entrepreneurs start with using their own interest or talent to serve the customer. Knowing one's interest or talent is in fact important for an entrepreneur as it leads to self-confidence and even others believing and trusting in their capabilities. For example, a girl who is studying to be a fashion designer can use her interest in the subject to start a shop where she sells different types of clothes.</p> <p><b>Innovative</b> Innovative means new methods or original ideas. A business can be innovative in its idea or the way it is done. The chances of a business growing increases if the idea is innovative and the way it is implemented is also innovative. For example, in Vivek's case, the food he serves in his restaurant is different and no one else sells</p>	
A	11	<p><b>National Action Plan on Climate Change (NAPCC)</b> - This is an action plan which includes different missions or plans within it which aim at sustainable development. A policy that comes with a fixed action date and budget becomes a 'mission'.</p> <p><b>Jawaharlal Nehru National Solar Mission</b> also known as the National Solar Mission- This mission aims to meet India's energy Needs sustainably. It aims to make India a global leader in solar energy (a renewable source of energy— unlike coal, petroleum, etc.). Along with energy and ecological protection, the Solar Mission promotes local production and distribution of energy.</p>	1+1=2
A	12..	<p><b>Customer Value.</b>  Customer Value = Total Customer Benefits – Total Customer Costs</p>	$1 + \frac{1}{2} + \frac{1}{2} = 2$
A	13.	<p><b>Product</b> – anything that can be offered to the market for satisfy human needs.</p> <ul style="list-style-type: none"> <li>The main products of the company are all types of electronic gadgets, haircut, massage and other personal care services.</li> </ul> <p><b>Price</b> – price is the money value of a commodity that a consumer is willing to pay.</p> <ul style="list-style-type: none"> <li>at reasonable price</li> </ul>	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
A	14	<p><b>Competitors.</b></p> <ul style="list-style-type: none"> <li>Competitors are the rival business firms in the effort to satisfy the markets and consumers' demand. Since these are competing with each-other, the marketing decisions of one firm not only influence consumer responses in the marketplace but also affect the marketing strategies of other competitors. So marketers have to continuously monitor the rival firm's marketing activities, their products, distribution channels, prices and promotional efforts to design its marketing strategy. They must also gain strategic advantage by positioning their products and services strongly against those of their competitors, in the minds of the consumers.</li> </ul>	1+1=2
A	15.	<p>To lose weight; To maintain a healthy body; To build muscle mass; To prevent counter a medical problem; For enjoyment; and To meet people.</p> <p><b>Chewing Gum Industry:</b> Those who want to quit smoking, People who get calmed; People to who like its taste</p>	1+1=2

A	16.	<p>Intensive distribution: It involves making the product available at all possible outlets, example of soft drinks, which are available through multiple outlets to ensure easy availability to the customer.</p> <p>Exclusive distribution: The firm decides to distribute through one or two major outlets, example of designer wear or high priced automobiles</p>	1+1=2
A	17.	<p>Importance to Customers</p> <ol style="list-style-type: none"> <li>1. Marketing creates Utilities</li> <li>2. Large number of choices available</li> <li>3. More platforms available</li> </ol> <p>Importance to the Society</p> <ol style="list-style-type: none"> <li>1. Source of Employment</li> <li>2. Welfare of Customers and Stakeholders</li> </ol> <p>Importance to the Marketers</p> <ol style="list-style-type: none"> <li>1. Marketing Promotes Product Awareness to the Public</li> <li>2. Marketing Helps In Enhancing Product Sales</li> <li>3. Marketing Builds Company Reputation</li> </ol>	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 3$
A	18.	<ul style="list-style-type: none"> <li>• Advertising typically covers communication methods that are paid for like television advertisements, radio commercials, print media, and internet advertisements. In contemporary times, there seems to be a shift in focus from offline to the online world.</li> <li>• Sales Promotion comprises of tools used to promote sales in a given territory and time. They are short term in nature and aim at stimulating quick sales. Advertising aims at creating awareness and also provides a rationale to buy a product; sales promotion induces him/her to buy the products. They include discount coupons, price offs, prizes, lucky draws, free trials etc.</li> </ul>	$\frac{11}{2} + \frac{11}{2} = 3$
A	19.	<ol style="list-style-type: none"> <li>1. Cultural Factors</li> <li>2. Social Factors</li> <li>3. Psychological Factors (explain the points in detail )</li> </ol>	1+1 + 1=3
A	20.	<ol style="list-style-type: none"> <li>a) Societal marketing concept</li> <li>b) <ol style="list-style-type: none"> <li>1. The societal marketing concept believes in giving back to the society as it believes that the company is profiting because of society and hence it should also take measures to make sure the society also benefits from the company.</li> <li>2. Societal Marketing can be defined as a marketing function in which the organizations identify the needs and wants of the target market and then align the marketing activities of an organization in such a manner that their marketing efforts are socially responsible and thereby help the organization in gaining the trust of the society by having an image of a socially responsible organization, but still remaining profitable. <ol style="list-style-type: none"> <li>1. Relationship Marketing- this approach focuses on customer retention and satisfaction rather than being transactional in nature. The approach aims to build stronger relationship with customers and its business partners.</li> <li>2. The approach suggests developing strong relationship with its partners who are suppliers and distributors. It will lead to better channel arrangements, higher levels of cooperation, less conflict,</li> </ol> </li> </ol> </li> </ol>	1+1 + 1=3

		and increased efficiency. In relationship marketing everyone is treated as customers.	
A	21.	1. Knowledge of consumer behavior helps to determine the marketing mix 2. To assess consumer's actions or reactions 3. To meet diversified consumer preferences 4. A guide to planning and implementing marketing strategies 5. To address special needs, personalities, and lifestyles of consumers 6. To identify market segmentation. 7. To remain updated with technological advancement and bring new products to the market at faster pace. (any four points with explanation)	1+1 + 1+1=4
A	22.	i. Basis of market segmentation considered by Amith is DEMOGRAPHIC SEGMENTATION (1 mark) ii. Factors included in Demographic Segmentation: A. Age B. Gender C. Income D. Education level E. Occupation F. Religion ( ½ mark for point, ½ for explanation) [ 1 + 3 marks]	1+1 + 1+1=4
A	23.	Step 1 – define product Step 2 - understand the consumer Step 3- understand the competition Step -4 evaluate the options of place Step -5 price identified Step – 6 how all the elements identified (students should identify all the steps with proper explanation )	1+1 + 1+1=4
A	24.	i. Demographic forces ii. Politico-legal forces iii. Economic forces iv. Natural or physical forces v. Technological forces vi. Socio-cultural forces (any four points with explanation)	1+1 + 1+1=4