

SET**B**

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

CLASS:XI

Max.Marks: 60

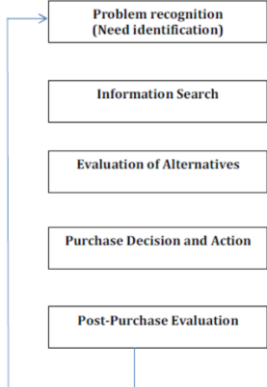
MARKING SCHEME

SET	QN.NO	VALUE POINTS	MARKS SPLIT UP
B	Q1i	(c) Simple	$\frac{1}{2} + \frac{1}{2} = 1$
B	ii.	(d) Self-reflection	1
B	iii.	Time bound	1
B	iv.	b. Zoom Bar	1
B	v.	Ctrl + S	1
B	vi.	(d) Recreate	1
B Q2	i.	B. i, ii, iv	1
B	ii.	b) Customer	1
B	iii.	A manufacturer is someone who makes products in a factory; anything from a needle to a plane. A producer is someone who makes the product but not in a factory. For example, a farmer is a producer of fruits and vegetables.	1
B	iv.	B. Legal environment.	1
B	v.	Word of Mouth	1
B	vi.	The consumer attempts to reduce this anxiety by searching for additional information that supports his/her choice.	1
B	vii.	B. Target market	1
B Q3	i.	C) Demographic	1
B	ii.	A) Segmentation	1
B	iii.	c. Religion	1

B	iv.	B) Microenvironment	1
B	v.	a) Marketing Communication	
B	vi.	Post purchase	1
B	vii.	d) Multi-Segment Strategy	1
B	Q4.i.	b) Distribution	1
B	ii.	b) Learning	1
B	iii.	Segacity - Personal Demographics segmentation	1
B	iv.	a) Behavioural Segmentation	1
B	v.	Gate keeper	1
B	vi.	C. Geographic	1
B	Q5i.	d) A philosophy that stresses customer value and satisfaction.	1
B	ii.	b) Penetration pricing	1
B	iii.	c) Natural or physical forces	1
B	iv.	d) Perceptual positioning	1
B	v.	a) Perception	1
B	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.	$\frac{1}{2} + \frac{1}{2} = 1$
B	Q6.i.	The labor for putting it on your car.	1
B	ii.	c. Response variables	1
B	iii.	A. Psychographic Segmentation	1
B	iv.	d. Adjacent Segment Strategy	1
B	v.	d) Classification of residential neighbourhood	1
B	vi.	a) Reference group	1
B	7	There are eight parts of speech in the English language: noun, pronoun, verb, adjective, adverb, preposition, conjunction, and interjection.	$1+1=2$

B	8	<p>Personal hygiene is important because it</p> <ul style="list-style-type: none"> • helps us stay healthy. • creates a good image of ourselves. • helps us avoid feeling ashamed in public due to our bad breath, body odour, etc. (Any two) 	1+1=2
B	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"> • Edit: contains commands which are used For editing a document. Some of these are Undo, Cut, Copy, Paste, Find and Replace, etc. • 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. • Insert: contains commands that help to Add or insert various objects into a document, for example, Image, Shape, Chart, Header, Footer, Page Number, etc. • 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. • 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. • Table: contains commands to insert or delete a table in a document and format it 	1+1=2
B	10	<p>A stakeholder in an economy is someone who has the ability to affect or be affected by the growth or fall of the economy.</p> <p>Example:</p> <p>The government</p> <p>The Private Agencies</p> <p>The people</p>	1+1=2
B	11	<p>(Any 2)</p> <ul style="list-style-type: none"> • Use imagination • Take moderate risks • Look for economic opportunities • Enjoy freedom of decision making and action • Analyze situations and plan actions • Be able to deal with fear • Accept feedback and criticism positively • Get involved in all activities • Have clarity of purpose • Believe the change you want to bring • Be passionate • Be flexible • Do not be egoistic • Strong work ethic 	1+1=2

B	12..			$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
		Group A	Group B	
		a) Marketing Mix	iv) Marketing elements	
		b) Price	iii) Exchange value of goods	
		c) Physical distribution	ii) Place	
		d) Intangible products	i) Service sector	
B	13.	According to Lauterborn, the 4C's are consumer, cost, communication and convenience.		
B	14	a) Problem Recognition – stage -1 b) Evaluation of Alternatives – stage -3		1+1=2
B	15.	To lose weight; To maintain a healthy body; To build muscle mass; To prevent counter a medical problem; For enjoyment; and To meet people. Chewing Gum Industry: Those who want to quit smoking, People who get calmed; People to who like its taste		1+1=2
B	16.	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. Exclusive distribution: The firm decides to distribute through one or two major outlets, example of designer wear or high priced automobiles		1+1=2
B	17.	Importance to Customers 1. Marketing creates Utilities 2. Large number of choices available 3. More platforms available Importance to the Society 1. Source of Employment 2. Welfare of Customers and Stakeholders Importance to the Marketers 1. Marketing Promotes Product Awareness to the Public 2. Marketing Helps In Enhancing Product Sales 3. Marketing Builds Company Reputation		$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 3$
B	18.	<ul style="list-style-type: none"> Personal Selling is a direct display of the product to the consumers or prospective buyers. Word of mouth is an informal communication about the benefits of the product by satisfied customers and ordinary individuals. 		$1\frac{1}{2} + 1\frac{1}{2} = 3$
B	19.	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 three points).		1+1 + 1=3
B	20.	a) Societal marketing concept b) 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. 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		1+1 + 1=3

		<p>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.</p> <p>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.</p> <p>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, and increased efficiency. In relationship marketing everyone is treated as customers.</p>	
B	21.		1+1 + 1+1=4
B	22.	<p>i. Basis of market segmentation considered by Sarath is DEMOGRAPHIC SEGMENTATION (1 mark)</p> <p>ii. Factors included in Demographic Segmentation:</p> <p>A. Age</p> <p>B. Gender</p> <p>C. Income</p> <p>D. Education level</p> <p>E. Occupation</p> <p>F. Religion</p> <p>(½ mark for point, ½ for explanation) [1 + 3 marks]</p>	1+1 + 1+1=4
B	23.	<p>Step 1 – define product</p> <p>Step 2 - understand the consumer</p> <p>Step 3- understand the competition</p> <p>Step -4 evaluate the options of place</p> <p>Step -5 price identified</p> <p>Step – 6 how all the elements identified (students should identify all the steps with proper explanation)</p>	1+1 + 1+1=4
B	24.	<p>Product</p> <p>Price</p> <p>Place</p> <p>Promotion</p> <p>Process</p> <p>Physical evidence</p> <p>People (explain each points with explanation)</p>	1+1 + 1+1=4