

ROLL NUMBER				
----------------	--	--	--	--

SET	A
-----	---



**INDIAN SCHOOL MUSCAT  
HALF YEARLY EXAMINATION 2022  
MARKETING (812)**



CLASS : XI  
DATE: 26-11-2022

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.

**6. SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**

- i. This section has 06 questions.
- ii. There is no negative marking.
- iii. Do as per the instructions given.
- iv. Marks allotted are mentioned against each question/part.

**7. SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**

- i. This section contains 18 questions.
- ii. A candidate has to do 11 questions.
- iii. Do as per the instructions given.
- iv. 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. Use simple words and say only what is needed. Identify principles of professional communication skills. 1
- a) Clear
  - b) Concise
  - c) Concrete
  - d) Coherent
- ii. Karthik moved to a new neighbourhood. He meets new kids every day, gives them a friendly smile and speaks with them after school hours. The other kids help him find the closest grocery store, playground, swimming pool, etc. He often invites his friends home for snacks. Identify the skill. 1
- iii. What is a TEAM work? 1
- iv. \_\_\_\_\_ is a set of behavioural or personal characteristics by which an individual is recognisable as a member of a group. 1
- v. Fill the sentence using correct Conjunctions. 1
- I'm getting good grades \_\_\_\_\_ I study every day.
- a) Or
  - b) Yet
  - c) But
  - d) Because
- vi. A co-worker approaches you with an idea to increase collaboration in your department. Show that you are actively listening by maintaining eye contact and nodding in agreement. This is an example of: 1
- a) Verbal communication
  - b) Nonverbal communication
  - c) Listening
  - d) Speaking

- Q. 2      Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)**
- i. The intangible acts and deeds offered from one party to another without the transfer of title is called \_\_\_\_\_. 1
- ii. Arrange the following in correct sequence: 1
- I – Segmentation  
II – Positioning  
III – Targeting
- a) I, II, III
  - b) II, III, I
  - c) I, III, II
  - d) III, II, I
- iii. Dominos is the only pizza brand in India that has geared all its processes to meet its famous 1

30-minute deadline. The various tasks to be done is performed by the store staff, in given time slots. After the order flashes on kitchen screen, pizza maker immediately begins dough stretching, saucing, spreading cheese and the required toppings. All this is done in 4 minutes. Baking takes next 6 minutes. Then, cutting and packing of pizza is done in warm bags. This process takes another 5 minutes. Further, 8 minutes are assigned for delivery. In total 23 minutes are being allotted to entire process and 7 minutes are kept as buffer for unforeseen circumstances. This way, the 30-minutes pizza home delivery promise is being fulfilled. Which element of service Marketing Mix is highlighted in the above case?

- a. Product
- b. Process
- c. Promotion
- d. People

- iv. Marketer's builds company's reputation by creating \_\_\_\_\_ of company in general public's eyes. 1
- a) Sales
  - b) Image
  - c) Logo
  - d) Label
- v. The leading coffee chain across the world, Café coffee day has several products which appeal to the Indian audience, the organization uses various elements of evidence: Logo, images, brand: Café Coffee Day uses bright red in its logo. Which P is explained here: 1
- a) Price
  - b) Place
  - c) Physical evidence
  - d) People
- vi. Increasing the features and quality you offer is a decision made by which marketing mix? 1
- a) Product
  - b) Price
  - c) Promotion
  - d) Place
- vii. The coronavirus (COVID-19) global pandemic has resulted in changes to advertising, marketing, promotional and media spends, forcing businesses and brands to reevaluate their thinking about current and future advertising and marketing campaigns to maintain a steady stream of income. Identify the type of factor discussed here 1
- a) Marketing concept
  - b) Marketing strategies
  - c) Marketing mix
  - d) Marketing environment.

Q. 3

**Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)**

- i. Identify the type of positioning strategy which is helpful in case target audience is illiterate: 1
- a) Positioning on the basis of different product class
  - b) Positioning on the basis of symbols or illustrations
  - c) Positioning on the basis of quality
  - d) Positioning on the basis of product characteristics

- ii. Social marketing comprises of creating awareness on Family Planning, AIDS awareness, discouraging-smoking, child labour, domestic violence, wearing of helmet while driving, blood and eye donation etc. are examples of 1
- a) Idea
  - b) Goods
  - c) Services
  - d) Experience
- iii. Price becomes an important quality indicator of service in conditions where other information is unavailable, explains which condition of service product 1
- a) Inseparability
  - b) Non ownership
  - c) Heterogeneity
  - d) Intangibility
- iv. -----is influenced by personality characters, lifestyles and values. 1
- v. What ETOP stands for? 1
- a) Environmental Threat and Opportunity Portfolio
  - b) Environmental Threat and Opportunity Program
  - c) Environmental Threat and Opportunity Profile
  - d) Economic Threat and Opportunity Profile
- vi. A direct display of the product to the consumers or prospective buyers. 1
- a) Personal selling
  - b) Public Relations
  - c) Word of Mouth
  - d) Sales Promotion
- vii. Happy, engaged customers are the most effective tool for marketing your business. People get excited when they hear about great products from friends and family. This promotional strategy is called 1
- a) Direct marketing
  - b) Word of mouth
  - c) Personal selling
  - d) Sales promotion

Q. 4

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

- i. Even if a coffee shop around the corner is more convenient, customers will be more likely to walk to (and spend money at) a shop that gives them better, more personalized service. This is because the customer is receiving 1
- a) Customer value
  - b) Customer satisfaction
  - c) Customer expectation
  - d) Customer decision
- ii. The process of evaluating each identified market segment's attractiveness and selecting which segments to enter is termed as:

- a. Segmentation
  - b. Marketing
  - c. Targeting
  - d. Positioning
- iii. In these competitive times marketing managers have to be smart and should have a proactive approach, i.e. planning for the future which is also called 1
- a) Market environment
  - b) Market dealing
  - c) Market offerings
  - d) Environmental Scanning
- iv. Nike produces shoes for golfers, tennis players, basketball players, for cricketers, and thus serves many segments relating to sports shoes is an example of 1
- a) Multi-Segment Strategy
  - b) Adjacent Segment Strategy
  - c) Large Segment Strategy
  - d) Mass Marketing Strategy
- v. Lovely Dresses is a fashion boutique in a populous city. It has a small showroom and offers a personal shopper to help customers select customized items. Purchases are then made to order and fitted to each buyer. Because of their high level of service and attention to detail, their products are costly. They define their market as women ages 35–50 with a high income relative to the area's cost of living. This is an example of 1
- a) Segmentation
  - b) Positioning
  - c) Targeting
  - d) Identifying
- vi. The different methods of communication that are used by marketer to inform target audience about the product is called: 1
- a) Promotion
  - b) Place
  - c) Pricing
  - d) Product

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

- i. Coca-Cola came into market first in 1886. It has been continually reinventing itself slogan after slogan. The slogans adopted by Coca-Cola, in chronological order, are as follows – Drink Coca-cola; Thirst asks nothing more; All you want is a coke; America's Real Choice; Coca-Cola Enjoy and Open Happiness. Which marketing process is being discussed above? 1
- a. Selling
  - b. Targeting
  - c. Positioning
  - d. Segmentation
- ii. People, process and physical evidence are the elements of———. 1
- a) Service
  - b) Service marketing mix
  - c) Intangible
  - d) Marketing mix
- iii. Which concept holds that consumers will favor the products that are easily available at an affordable price? 1

- a) Production concept
    - b) Product concept
    - c) Marketing concept
    - d) Production cost concept
  - iv. When a firm sets high initial prices which fall with entry of competitors in the market, it is called? 1
    - a) Competitive pricing
    - b) Price skimming
    - c) Entry barrier
    - d) Monopolistic competition
  - v. 1
 

'Smoking is injurious to health' is denoted on packets by the cigarette companies.

Identify the macro environmental factor discussed here.
  - vi. The firm prices its product lower than the others in competition to achieve an early breakeven point and to maximise profits in a shorter time span or seek profits from a niche is called 1
    - a) Market penetration
    - b) Market skimming
    - c) Differential Pricing
    - d) Geographic Pricing
- Q. 6 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)**
- i. Which of the following are bases of psychographic segmentation? 1
    - a. Personality, social class and lifestyle
    - b. Occasions, loyalty-status and user-status
    - c. Gender, income and education
    - d. Personality, education and loyalty-status
  - ii. The term "Marketing" refers to? 1
    - a) Promotion of the product
    - b) Focusing on sales and profit
    - c) Strategizing and implementing the organization process
    - d) Set of activities to deliver customer value and satisfaction
  - iii. Exposure to western modern culture and population shifts from rural to urban areas are 1
    - a) Economic factors
    - b) Socio-cultural factors
    - c) Political factors
    - d) Legal factors
  - iv. The independent individuals or organisations that directly help in the free flow of goods and 1

services between marketing organisations and the customers are called

- a) Suppliers
  - b) Customers
  - c) Intermediaries
  - d) Competitors
- v. Who is the father of market segmentation? 1
- a) W. Smith
  - b) Philip kotler
  - c) J. Stanton
  - d) Gerald Zaltman
- vi. \_\_\_\_\_ will enable the buyer to find the products most fitting to their physical or/and psychological needs. 1
- a) Division
  - b) Classification
  - c) Market analysis
  - d) Segmentation

### 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 Rewrite the following changing the active sentences to passive and passive sentences to active. 2
- i. The child impressed everyone with his polite manners
  - ii. A girl from Chennai won the first prize.
  - iii. The readers like the latest book of the writer.
  - iv. The marvelous performance delivered by the children enthralled us.
- Q.8 What is pronunciation and explain the role of pronunciation in communication. 2
- Q.9 Write one sentence of each type — statement, question, exclamatory and order. 2
- Q.10 Differentiate between external motivation and internal motivation with example. 2
- Q.11 Explain the benefits of team work. 2

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

- Q.12 Differentiate between macro environment and micro environment 2
- Q.13 Product means only physical products. State True or False. Justify your answer. 2
- Q.14 In 2023, Star India is planning to launch a new English general entertainment channel, Star World Premiere, to cater to the 20-35-year-olds. Identify the base of this segmentation and define it. 2
- Q.15 Identify two segments to which Olive Oil can be sold. 2
- Q.16 Why it is essential to train the front line employees in a service sector? 2

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

- Q.17 Nissan Motors India is launching its Datsun brand to take on Maruti Suzuki's Alto and Hyundai's Eon and began a road show in 100 places spread over 10 weeks that aims to reach out to a million people. Will you call its strategy as Mass Marketing or Niche marketing? Differentiate between both. 3
- Q.18 Environmental scanning is very significant for the organizations. Explain 3
- Q.19 Societal marketing is earning profits by working for society, explain and support with examples. 3

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

- Q.20 The marketing mix or 4Ps (Product, Place, Promotion & Price) is the combination of strategies and tactics that the firm uses to implement its marketing plan. In this regard, PepsiCo employs various strategies and tactics based on its array of products and brands. To ensure that marketing mix is based on research and combines facts with innovation, a manager should go through certain clear cut steps. Explain the main steps followed in marketing mix by the marketers to finalize a perfect strategy. 4
- Q.21 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. Identify and explain the characteristics of marketing mix. 4
- Q.22 Explain the macro environmental factors/ forces which affect organization's marketing decisions and activities. 4
- Q.23 Differentiate between selling and marketing concept. 4
- Q.24 Rounak 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 Rounak?
  - b) State the three factors included in the type of market segmentation which is identified in (a)

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



ROLL NUMBER				
----------------	--	--	--	--

SET	B
-----	---



**INDIAN SCHOOL MUSCAT  
HALF YEARLY EXAMINATION 2022  
MARKETING (812)**



CLASS : XI  
DATE: 26-11-2022

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.

**6. SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**

- i. This section has 06 questions.
- ii. There is no negative marking.
- iii. Do as per the instructions given.
- iv. Marks allotted are mentioned against each question/part.

**7. SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**

- i. This section contains 18 questions.
- ii. A candidate has to do 11 questions.
- iii. Do as per the instructions given.
- iv. 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. Karthik moved to a new neighbourhood. He meets new kids every day, gives them a friendly smile and speaks with them after school hours. The other kids help him find the closest grocery store, playground, swimming pool, etc. He often invites his friends home for snacks. Identify the skill. 1
- ii. What is TEAM work? 1
- iii. \_\_\_\_\_ is a set of behavioural or personal characteristics by which an individual is recognisable as a member of a group. 1
- iv. It is the way you say a word or a language is spoken. 1
- a) Language
  - b) Communication
  - c) Phonetics
  - d) Pronunciation
- v. A coworker approaches you with an idea to increase collaboration in your department. Show that you are actively listening by maintaining eye contact and nodding in agreement. This is an example of 1
- a) Verbal communication
  - b) Nonverbal communication
  - c) Listening
  - d) Speaking
- vi. Which of the following method is used to receive information from the sender? 1
- a) Listening
  - b) Speaking
  - c) Telling
  - d) Writing

- Q. 2 Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)**
- i. Dominos is the only pizza brand in India that has geared all its processes to meet its famous 30-minute deadline. The various tasks to be done is performed by the store staff, in given time slots. After the order flashes on kitchen screen, pizza maker immediately begins dough stretching, saucing, spreading cheese and the required toppings. All this is done in 4 minutes. Baking takes next 6 minutes. Then, cutting and packing of pizza is done in warm bags. This process takes another 5 minutes. Further, 8 minutes are assigned for delivery. In total 23 minutes are being allotted to entire process and 7 minutes are kept as buffer for unforeseen circumstances. This way, the 30-minutes pizza home delivery promise is being fulfilled. Which element of service Marketing Mix is highlighted in the above case? 1
- a. Product
  - b. Process
  - c. Promotion
  - d. People
- ii. Arrange the following in correct sequence: 1

I – Segmentation

II – Positioning

III – Targeting

a) I, II, III

b) II, III, I

c) I, III, II

d) III, II, I

iii. The intangible acts and deeds offered from one party to another without the transfer of title is called \_\_\_\_\_ 1

iv. Marketer's builds company's reputation by creating \_\_\_\_\_ of company in general public's eyes. 1

a) Sales

b) Image

c) Logo

d) Label

v. The leading coffee chain across the world, Café coffee day has several products which appeal to the Indian audience, the organization uses various elements of evidence: Logo, images, brand: Café Coffee Day uses bright red in its logo. Which P is explained here: 1

a) Price

b) Place

c) Physical evidence

d) People

vi. Increasing the features and quality you offer is a decision made by which marketing mix? 1

a) Product

b) Price

c) Promotion

d) Place

vii. The coronavirus (COVID-19) global pandemic has resulted in changes to advertising, marketing, promotional and media spends, forcing businesses and brands to reevaluate their thinking about current and future advertising and marketing campaigns to maintain a steady stream of income. Identify the type of factor discussed here 1

a) Marketing concept

b) Marketing strategies

c) Marketing mix

d) Marketing environment

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

i. Identify the type of positioning strategy which is helpful in case target audience is illiterate: 1

a) Positioning on the basis of different product class

b) Positioning on the basis of symbols or illustrations

c) Positioning on the basis of quality

d) Positioning on the basis of product characteristics

ii. Social marketing comprises of creating awareness on Family Planning, AIDS awareness, discouraging-smoking, child labour, domestic violence, wearing of helmet while driving, 1

blood and eye donation etc. are examples of

- a) Idea
- b) Goods
- c) Services
- d) Experience

iii. Price becomes an important quality indicator of service in conditions where other information is unavailable, explains which condition of service product 1

- a) Inseparability
- b) Non ownership
- c) Heterogeneity
- d) Intangibility

vi. What ETOP stands for? 1

- a) Environmental Threat and Opportunity Portfolio
- b) Environmental Threat and Opportunity Program
- c) Environmental Threat and Opportunity Profile
- d) Economic Threat and Opportunity Profile

v. A direct display of the product to the consumers or prospective buyers. 1

- a) Personal selling
- b) Public Relations
- c) Word of Mouth
- d) Sales Promotion

vi. Happy, engaged customers are the most effective tool for marketing your business. People get excited when they hear about great products from friends and family. This promotional strategy is called 1

- a) Direct marketing
- b) Word of mouth
- c) Personal selling
- d) Sales promotion

vii. -----is influenced by personality characters, lifestyles and values. 1

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

i. The process of evaluating each identified market segment's attractiveness and selecting which segments to enter is termed as:

- a. Segmentation
- b. Marketing
- c. Targeting
- d. Positioning

ii. Even if a coffee shop around the corner is more convenient, customers will be more likely to walk to (and spend money at) a shop that gives them better, more personalized service. This is because the customer is receiving 1

- a) Customer value
  - b) Customer satisfaction
  - c) Customer expectation
  - d) Customer decision
- iii. In these competitive times marketing managers have to be smart and should have a proactive approach, i.e. planning for the future which is also called 1
- a) Market environment
  - b) Market dealing
  - c) Market offerings
  - d) Environmental Scanning
- iv. Nike produces shoes for golfers, tennis players, basketball players, for cricketers, and thus serves many segments relating to sports shoes is an example of 1
- a) Multi-Segment Strategy
  - b) Adjacent Segment Strategy
  - c) Large Segment Strategy
  - d) Mass Marketing Strategy
- v. 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, a closely related segment is tackled next. 1
- a) Adjacent Segment Strategy
  - b) Large Segment Strategy
  - c) Niche Segment Strategy
  - d) dual-segment strategy
- vi. The different methods of communication that are used by marketer to inform target audience about the product is called 1
- a) Place
  - b) Pricing
  - c) Promotion
  - d) Product

Q. 5

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

- i. Coca-Cola came into market first in 1886. It has been continually reinventing itself slogan after slogan. The slogans adopted by Coca-Cola, in chronological order, are as follows – Drink Coca-cola; Thirst asks nothing more; All you want is a coke; America's Real Choice; Coca-Cola Enjoy and Open Happiness. Which marketing process is being discussed above? 1
- a. Selling
  - b. Targeting
  - c. Positioning
  - d. Segmentation
- ii. People, process and physical evidence are the elements of———. 1
- a) Service
  - b) Service marketing mix

- c) Intangible
  - d) Marketing mix
- iii. Which concept holds that consumers will favor the products that are easily available at an affordable price? 1
- a) Production concept
  - b) Product concept
  - c) Marketing concept
  - d) Production cost concept
- iv. When a firm sets high initial prices which fall with entry of competitors in the market, it is called? 1
- a) Competitive pricing
  - b) Price skimming
  - c) Entry barrier
  - d) Monopolistic competition
- v. Cigarettes should not be marketed to younger children' or 'Smoking is injurious to health' is denoted on packets by the cigarette companies. 1  
Identify the macro environmental factor discussed here.
- vi. The firm prices its product lower than the others in competition to achieve an early breakeven point and to maximise profits in a shorter time span or seek profits from a niche is called 1
- a) Market penetration
  - b) Market skimming
  - c) Differential Pricing
  - d) Geographic Pricing

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

- i. Which of the following are bases of psychographic segmentation? 1
- a) Occasions, loyalty-status and user-status
  - b) Gender, income and education
  - c) Personality, education and loyalty-status
  - d) Personality, social class and lifestyle
- ii. The term "Marketing" refers to? 1
- a) Promotion of the product
  - b) Focusing on sales and profit
  - c) Strategizing and implementing the organization process
  - d) Set of activities to deliver customer value and satisfaction
- iii. Exposure to western modern culture and population shifts from rural to urban areas are 1
- a) Economic factors

- b) Socio-cultural factors
  - c) Political factors
  - d) Legal factors
- iv. The independent individuals or organisations that directly help in the free flow of goods and services between marketing organisations and the customers are called 1
- a) Suppliers
  - b) Customers
  - c) Intermediaries
  - d) Competitors
- v. Who is the father of market segmentation? 1
- a) W. Smith
  - b) Philip kotler
  - c) J. Stanton
  - d) Gerald Zaltman
- vi. \_\_\_\_\_ will enable the buyer to find the products most fitting to their physical or/and psychological needs. 1
- a) Division
  - b) Classification
  - c) Market analysis
  - d) Segmentation

### 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 Learning English can help you to communicate with people who understand English besides the language you have been exposed to in your family. Explain the need of communication skill in our daily life. 2
- Q.8 Write down the different types of verbal communication with examples of each. 2
- Q.9 Identify different type of communication styles. 2
- Q.10 What qualities should a good leader possess? 2
- Q.11 What is time management and how can you manage your time? 2

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

- Q.12 Why it is essential to train the front line employees in a service sector? 2
- Q.13 Mention two segments to which Olive Oil can be sold. 2
- Q.14 In 2024, Star India is planning to launch a new English general entertainment channel, Star World Premiere, to cater to the 20-35-year-olds. Identify the base of this segmentation and define it. 2
- Q.15 Product means only physical products. State True or False. Justify your answer. 2

Q.16 Differentiate between macro environment and micro environment 2

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

Q.17 Societal marketing is earning profits by working for society, explain and support with examples. 3

Q.18 Environmental scanning is very significant for the organizations. Explain 3

Q.19 Nissan Motors India is launching its Datsun brand to take on Maruti Suzuki's Alto and Hyundai's Eon and begun a road show in 100 places spread over 10 weeks that aims to reach out to a million people. 3

Will you call its strategy as Mass Marketing or Niche marketing? Differentiate between both.

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

Q.20 Rounak 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 Rounak?

b. State the three factors included in the type of market segmentation identification (a) above.

Q.21 Differentiate between selling and marketing concept. 4

Q.22 Explain the macro environmental factors/ forces which affect organization's marketing decisions and activities. 4

Q.23 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. Identify and explain the FEATURES of marketing mix. 4

Q.24 The marketing mix or 4Ps (Product, Place, Promotion & Price) is the combination of strategies and tactics that the firm uses to implement its marketing plan. In this regard, PepsiCo employs various strategies and tactics based on its array of products and brands. To ensure that marketing mix is based on research and combines facts with innovation, a manager should go through certain clear cut steps. Explain the main steps followed in marketing mix by the marketers to finalize a perfect strategy. 4

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



ROLL NUMBER				
----------------	--	--	--	--

SET	C
-----	---



**INDIAN SCHOOL MUSCAT  
HALF YEARLY EXAMINATION 2022  
MARKETING (812)**



CLASS : XI  
DATE: 26-11-2022

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.

**6. SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**

- i. This section has 06 questions.
- ii. There is no negative marking.
- iii. Do as per the instructions given.
- iv. Marks allotted are mentioned against each question/part.

**7. SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**

- i. This section contains 18 questions.
- ii. A candidate has to do 11 questions.
- iii. Do as per the instructions given.
- iv. 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. A coworker approaches you with an idea to increase collaboration in your department. Show that you are actively listening by maintaining eye contact and nodding in agreement. This is an example of 1
- a) Verbal communication
  - b) Nonverbal communication
  - c) Listening
  - d) Speaking
- ii. Use simple words and say only what is needed. Identify principles of professional communication skills. 1
- a) Clear
  - b) Concise
  - c) Concrete
  - d) Coherent
- iii. Fill the sentence using correct Conjunctions. 1
- I'm getting good grades \_\_\_\_\_ I study every day.
- a) Or
  - b) Yet
  - c) But
  - d) Because
- iv. \_\_\_\_\_ is a set of behavioural or personal characteristics by which an individual is recognisable as a member of a group. 1
- v. What is a TEAM work means? 1
- vi. Karthik moved to a new neighbourhood. He meets new kids every day, gives them a friendly smile and speaks with them after school hours. The other kids help him find the closest grocery store, playground, swimming pool, etc. He often invites his friends home for snacks. Identify the skill. 1

- Q. 2 Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)**
- i. When buying, rational customers compare the benefits they get with the sacrifices (costs) they have to pay. This is because the consumer purchase the product based on 1
- a) Customer Value
  - b) Customer review
  - c) Price
  - d) Promotion
- ii. The coronavirus (COVID-19) global pandemic has resulted in changes to advertising, marketing, promotional and media spends, forcing businesses and brands to reevaluate their thinking about current and future advertising and marketing campaigns to maintain a steady stream of income. Identify the type of factor discussed here 1
- a) Marketing concept

- b) Marketing strategies
  - c) Marketing mix
  - d) Marketing environment.
- iii. Increasing the features and quality you offer is a decision made by which marketing mix? 1
- a) Product
  - b) Price
  - c) Promotion
  - d) Place
- iv. The leading coffee chain across the world, Café coffee day has several products which appeal to the Indian audience, the organization uses various elements of evidence: Logo, images, brand: Café Coffee Day uses bright red in its logo. Which P is explained here: 1
- a) Price
  - b) Place
  - c) Physical evidence
  - d) People
- v. Marketer's builds company's reputation by creating \_\_\_\_\_ of company in general public's eyes. 1
- a) Sales
  - b) Image
  - c) Logo
  - d) Label
- vi. Dominos is the only pizza brand in India that has geared all its processes to meet its famous 30-minute deadline. The various tasks to be done is performed by the store staff, in given time slots. After the order flashes on kitchen screen, pizza maker immediately begins dough stretching, saucing, spreading cheese and the required toppings. All this is done in 4 minutes. Baking takes next 6 minutes. Then, cutting and packing of pizza is done in warm bags. This process takes another 5 minutes. Further, 8 minutes are assigned for delivery. In total 23 minutes are being allotted to entire process and 7 minutes are kept as buffer for unforeseen circumstances. This way, the 30-minutes pizza home delivery promise is being fulfilled. Which element of service Marketing Mix is highlighted in the above case? 1
- a. Product
  - b. Process
  - c. Promotion
  - d. People
- vii. Arrange the following in correct sequence: 1
- I – Segmentation

II – Positioning

III – Targeting

- a) I, II, III
- b) II, III, I
- c) I, III, II
- d) III, II, I

Q. 3

**Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)**

- i. Identify the type of positioning strategy which is helpful in case target audience is illiterate: 1
- a) Positioning on the basis of different product class
  - b) Positioning on the basis of symbols or illustrations
  - c) Positioning on the basis of quality
  - d) Positioning on the basis of product characteristics
- ii. Social marketing comprises of creating awareness on Family Planning, AIDS awareness, discouraging-smoking, child labour, domestic violence, wearing of helmet while driving, blood and eye donation etc. are examples of 1
- a) Idea
  - b) Goods
  - c) Services
  - d) Experience
- iii. Price becomes an important quality indicator of service in conditions where other information is unavailable, explains which condition of service product 1
- a) Inseparability
  - b) Non ownership
  - c) Heterogeneity
  - d) Intangibility
- iv. -----is influenced by personality characters, lifestyles and values. 1
- v. Happy, engaged customers are the most effective tool for marketing your business. People get excited when they hear about great products from friends and family. This promotional strategy is called 1
- a) Direct marketing
  - b) Word of mouth
  - c) Personal selling
  - d) Sales promotion
- vi. Zara will only sell their own offering through the outlets, whereas Raymond may have different distribution options. Identify the different distribution channels discussed here. 1
- vii. What ETOP stands for? 1

- a) Environmental Threat and Opportunity Portfolio
- b) Environmental Threat and Opportunity Program
- c) Environmental Threat and Opportunity Profile
- d) Economic Threat and Opportunity Profile

Q. 4

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

- i. The process of evaluating each identified market segment's attractiveness and selecting which segments to enter is termed as:
  - a. Segmentation
  - b. Marketing
  - c. Targeting
  - d. Positioning
- ii. Even if a coffee shop around the corner is more convenient, customers will be more likely to walk to (and spend money at) a shop that gives them better, more personalized service. This is because the customer is receiving
  - a) Customer value
  - b) Customer satisfaction
  - c) Customer expectation
  - d) Customer decision
- iii. In these competitive times marketing managers have to be smart and should have a proactive approach, i.e. planning for the future which is also called
  - a) Market environment
  - b) Market dealing
  - c) Market offerings
  - d) Environmental Scanning
- iv. Nike produces shoes for golfers, tennis players, basketball players, for cricketers, and thus serves many segments relating to sports shoes is an example of
  - a) Multi-Segment Strategy
  - b) Adjacent Segment Strategy
  - c) Large Segment Strategy
  - d) Mass Marketing Strategy
- v. The brand displays itself as "youthful" in nature, and focuses on that segment of consumers who are fond of chocolates, and are willing to indulge themselves in chocolaty snacks. Identify the marketing concept discussed here
  - a) Segmentation
  - b) Positioning
  - c) Targeting
  - d) Identifying
- vi. The different methods of communication that are used by marketer to inform target audience about the product is called

- a) Promotion
- b) Place
- c) Pricing
- d) Product

Q. 5

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

- i. Coca-Cola came into market first in 1886. It has been continually reinventing itself slogan after slogan. The slogans adopted by Coca-Cola, in chronological order, are as follows – Drink Coca-cola; Thirst asks nothing more; All you want is a coke; America's Real Choice; Coca-Cola Enjoy and Open Happiness. Which marketing process is being discussed above? 1
  - a. Selling
  - b. Targeting
  - c. Positioning
  - d. Segmentation
- ii. People, process and physical evidence are the elements of———. 1
  - a) Service
  - b) Service marketing mix
  - c) Intangible
  - d) Marketing mix
- iii. Which concept holds that consumers will favor the products that are easily available at an affordable price? 1
  - a) Production concept
  - b) Product concept
  - c) Marketing concept
  - d) Production cost concept
- iv. When a firm sets high initial prices which fall with entry of competitors in the market, it is called? 1
  - a) Competitive pricing
  - b) Price skimming
  - c) Entry barrier
  - d) Monopolistic competition
- v. Cigarettes should not be marketed to younger children' or 'Smoking is injurious to health' is denoted on packets by the cigarette companies. Identify the macro environmental factor discussed here. 1
- vi. The firm prices its product lower than the others in competition to achieve an early breakeven point and to maximise profits in a shorter time span or seek profits from a niche is called 1
  - a) Market penetration
  - b) Market skimming
  - c) Differential Pricing
  - d) Geographic Pricing

Q. 6

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

- i. Which of the following are bases of psychographic segmentation? 1
- a. Personality, social class and lifestyle
  - b. Occasions, loyalty-status and user-status
  - c. Gender, income and education
  - d. Personality, education and loyalty-status
- ii. The term "Marketing" refers to? 1
- a) Promotion of the product
  - b) Focusing on sales and profit
  - c) Strategizing and implementing the organization process
  - d) Set of activities to deliver customer value and satisfaction
- iii. Exposure to western modern culture and population shifts from rural to urban areas are 1
- a) Economic factors
  - b) Socio-cultural factors
  - c) Political factors
  - d) Legal factors
- iv. The independent individuals or organisations that directly help in the free flow of goods and services between marketing organisations and the customers are called 1
- a) Suppliers
  - b) Customers
  - c) Intermediaries
  - d) Competitors
- v. Who is the father of market segmentation? 1
- a) W. Smith
  - b) Philip kotler
  - c) J. Stanton
  - d) Gerald Zaltman
- vi. \_\_\_\_\_ will enable the buyer to find the products most fitting to their physical or/and psychological needs. 1
- a) Division
  - b) Classification
  - c) Market analysis
  - d) Segmentation

### **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 Rewrite the following changing the active sentences to passive and passive sentences to active. 2

- i. The child impressed everyone with his polite manners
- ii. A girl from Chennai won the first prize.
- iii. The readers like the latest book of the writer.
- iv. The marvelous performance delivered by the children enthralled us.

- Q.8 Write one sentence of each type — statement, question, exclamatory and order. 2
- Q.9 What is pronunciation and explain the role of pronunciation in communication. 2
- Q.10 Explain the benefits of team work. 2
- Q.11 Differentiate between external motivation and internal motivation with example. 2

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

- Q.12 Differentiate between macro environment and micro environment 2
- Q.13 Product means only physical products. State True or False. Justify your answer. 2
- Q.14 In 2025, Star India is planning to launch a new English general entertainment channel, Star World Premiere, to cater to the 20-35-year-olds. Identify the base of this segmentation and define it. 2
- Q.15 How segmentation helps marketers to focus Marketing Communication? Explain with example. 2
- Q.16 Why it is essential to train the front line employees in a service sector? 2

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

- Q.17 Nissan Motors India is launching its Datsun brand to take on Maruti Suzuki's Alto and Hyundai's Eon and begun a road show in 100 places spread over 10 weeks that aims to reach out to a million people. Will you call its strategy as Mass Marketing or Niche marketing? Differentiate between both. 3
- Q.18 Environmental scanning is very significant for the organizations. Explain. 3
- Q.19 Societal marketing is earning profits by working for society, explain and support with examples. 3

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

- Q.20 Rounak 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 Rounak?
  - b. State the three factors included in the type of market segmentation identified above.
- Q.21 Differentiate between selling and marketing concept. 4



- Q.22 The marketing mix or 4Ps (Product, Place, Promotion & Price) is the combination of strategies and tactics that the firm uses to implement its marketing plan. In this regard, PepsiCo employs various strategies and tactics based on its array of products and brands. To ensure that marketing mix is based on research and combines facts with innovation, a manager should go through certain clear cut steps. Explain the main steps followed in marketing mix by the marketers to finalize a perfect strategy. 4
- Q.23 Marketing mix is the combination of four elements that every company has the option of adding, subtracting or modifying in order to create a desired marketing strategy. Identify and explain the four marketing mix. 4
- Q.24 Explain the micro environmental factors/ forces which affect organization's marketing decisions and activities. 4

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

