

Roll Number		
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SET

A



**INDIAN SCHOOL MUSCAT
FIRST PERIODIC TEST
MARKETING (812)**

CLASS: XI

Time Allotted: 50 Mins.

11.09.2022

Max.Marks: 20

GENERAL INSTRUCTIONS

1. Please read the instructions carefully.
2. All questions must be attempted in the correct order.
3. All questions are compulsory.
4. Marks allotted are mentioned against each question.

- 1 The elite class people are interested to buy expensive and branded wrist watches. This is an example of ----- 1
a) Need b) Want c) Demand d) Urge
- 2 "Low cost and Mass production "policy followed by any firm is an example of: 1
a) The Marketing Concept b) The Selling Concept
c) The Production concept d) The societal marketing concept
- 3 Total Customer Benefits – Total Customer Costs = _____ 1
a) Customer value b) Customer satisfaction
c) Customer benefits d) Customer need
- 4 Differentiate between goods and services. 2
- 5 Coca-Cola advertises its beverages with touching messages about family and friends. The bottles themselves tell you that you should share Coke with someone special. The consumer identifies with these feelings, so buying a Coke becomes something more. Identify the marketing strategy discussed here and define it. 2
- 6 Marketing is a core business discipline. How? 2
- 7 Differentiate between marketing concept and selling concept. 3
- 8 Marketing majorly focuses on achieving consumer satisfaction and maximising profits. A company must be clear with its marketing objectives. Explain any three marketing objectives. 3
- 9 'Market Offerings' are products and services designed to deliver value to customers—either to fulfill their needs, satisfy their "wants," or both. Explain the market offerings in the market with examples. 5

End of the Question Paper

8/19

Roll Number		
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SET

B



**INDIAN SCHOOL MUSCAT
FIRST PERIODIC TEST
MARKETING (812)**

CLASS: XI

Time Allotted: 50 Mins.

11.09.2022

Max.Marks: 20

GENERAL INSTRUCTIONS

1. Please read the instructions carefully.
2. All questions must be attempted in the correct order.
3. All questions are compulsory.
4. Marks allotted are mentioned against each question.

- 1 Total Customer Benefits – Total Customer Costs = _____. 1
 - a) Customer value
 - b) Customer satisfaction
 - c) Customer benefits
 - d) Customer need
- 2 “Low cost and Mass production “policy followed by any firm is an example of: 1
 - a) The Marketing Concept
 - b) The Selling Concept
 - c) The Production concept
 - d) The societal marketing concept
- 3 The elite class people are interested to buy expensive and branded wrist watches. This is an example of ----- 1
 - a) Need
 - b) Want
 - c) Demand
 - d) Urge
- 4 Define Marketing. 2
- 5 Coca-Cola advertises its beverages with touching messages about family and friends. The bottles themselves tell you that you should share Coke with someone special. The consumer identifies with these feelings, so buying a Coke becomes something more. Identify the marketing strategy discussed here and define it. 2
- 6 Marketing is a core business discipline. How? 2
- 7 Differentiate between needs, wants and demand. 3
- 8 Marketing majorly focuses on achieving consumer satisfaction and maximising profits. A company must be clear with its marketing objectives. Explain any three marketing objectives. 3
- 9 ‘Market Offerings’ are products and services designed to deliver value to customers—either to fulfill their needs, satisfy their “wants,” or both. Explain the market offerings in the market with examples. 5

End of the Question Paper

(Signature)

Roll Number

SET

C



INDIAN SCHOOL MUSCAT
FIRST PERIODIC TEST
MARKETING (812)

CLASS: XI

Time Allotted: 50 Mins.

11.09.2022

Max.Marks: 20

GENERAL INSTRUCTIONS

1. Please read the instructions carefully.
2. All questions must be attempted in the correct order.
3. All questions are compulsory.
4. Marks allotted are mentioned against each question.

- 1 "Low cost and Mass production "policy followed by any firm is an example of: 1
a) The Marketing Concept b) The Selling Concept
c) The Production concept d) The societal marketing concept
- 2 Total Customer Benefits – Total Customer Costs = _____ 1
a) Customer value b) Customer satisfaction
c) Customer benefits d) Customer need
- 3 The elite class people are interested to buy expensive and branded wrist watches. This is an example of ----- 1
a) Need b) Want c) Demand d) Urge
- 4 Marketing is a core business discipline. How? 2
- 5 Coca-Cola advertises its beverages with touching messages about family and friends. The bottles themselves tell you that you should share Coke with someone special. The consumer identifies with these feelings, so buying a Coke becomes something more. Identify the marketing strategy discussed here and define it. 2
- 6 Define Marketing. 2
- 7 Differentiate between societal marketing and relationship marketing. 3
- 8 Marketing majorly focuses on achieving consumer satisfaction and maximising profits. A company must be clear with its marketing objectives. Explain any three marketing objectives. 3
- 9 'Market Offerings' are products and services designed to deliver value to customers—either to fulfill their needs, satisfy their "wants," or both. Explain the market offerings in the market with examples. 5

End of the Question Paper

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