



**INDIAN SCHOOL MUSCAT  
HALF YEARLY EXAMINATION 2023  
MARKETING (812)**




## MARKING SCHEME

## VALUE POINTS

	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	<p>You have been standing in a queue for a long time to buy tickets for a movie. A man suddenly comes and stands in front of you, out of turn. What should you do?</p> <p>A. Scream at the person so that he never repeats the mistake</p> <p><b>B. Inform him politely that there is a queue and everyone is waiting for their turn</b></p> <p>C. Stay quiet and let the person go ahead</p> <p>D. Not say anything directly but complain about him to other people</p>	1
ii	<p>Which of the following method is used to receive information from the sender?</p> <p><b>A. Listening</b></p> <p>B. Speaking</p> <p>C. Telling</p> <p>D. Writing</p>	1
iii	<p>What are the words we should use when we communicate verbally?</p> <p>A. Use straight words</p> <p>B. Use imprecise words</p> <p>C. Use fixed words</p> <p><b>D. Use simple words</b></p>	1
iv	<p>Radha wants to grow her hair and she applies a lot of hair oil. She does not wash her hair for days and sometimes it smells bad too. What would be your suggestion to her?</p> <p>A. She can leave the oil in her hair; after all it helps her hair to grow.</p> <p><b>B. She can leave it on at night and wash her hair every day before leaving home.</b></p> <p><b>C. She should not apply oil at all.</b></p> <p>D. She can apply the oil and pour a little water on her hair before leaving home to reduce the smell.</p>	1
v	<p>.....are principles or standards of behaviour; one's judgment of what is important in life</p> <p><b>A. Values</b></p> <p>B. Beliefs</p> <p>C. Opinion</p>	1

	D. Identity	
vi	<p>Ravi works hard to get the best student award at the end of the year. What type of motivation is this?</p> <p>A. Internal</p> <p><b>B. External</b></p> <p>C. Both internal and external</p> <p>D. Not any specific type of motivation</p>	1
	<b>Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)</b>	
Q 2		
i	<p>Father of modern marketing?</p> <p><b>A. Philip Kotler</b></p> <p>B. Peter F Drucker</p> <p>C. Koontz &amp; O'Donnel</p> <p>D. A H Maslow</p>	1
ii	<p>State whether the following statements are true or false:</p> <p>The exchange process between the firm and its customers depends upon business decisions taken by the firm, and these decisions again, are affected by the marketing environment.</p> <p>A. True</p> <p>B. False</p>	1
iii	<p>Market segmentation is the process of dividing a .....market into..... sub unit.</p> <p>A. Homogenous into heterogeneous</p> <p><b>B. Heterogeneous into homogeneous</b></p> <p>C. Homogeneous into aggregated</p> <p><b>D. Segregated into aggregated</b></p>	1
iv	According to Maslow's Hierarchy of Needs, Which need is outlined in the above picture?	1

	 <p>A. Safety needs  <b>B. Physiological needs</b>  C. Esteem needs  D. Belonging needs</p>	
v	<p>Agent middlemen are an important part of the ----- and render important services in different capacities.</p> <p>A. Customer  B. Supplier  <b>C. Distribution network</b>  D. Competitor</p>	1
vi	<p>Who is considered to be father of market segmentation?</p> <p><b>A. W. Smith</b>  B. Adam Smith  C. Philip Kotler  D. Nirmalya Kumar</p>	1
vii	<p>The concept of positioning was articulated by Al Ries and Jack Trout as early as</p> <p>A. 1971  <b>B. 1972</b>  C. 1973  D. 1974</p>	1
Q 3	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>	
i	<p>..... are the state of being deprived of something</p> <p>A. Marketing  <b>B. Needs</b></p>	1

	<p>C. Wants</p> <p>D. Demands</p>	
ii	<p>Micro environment consists:</p> <p>A. Political</p> <p>B. Economic</p> <p><b>C. Supplier</b></p> <p>D. Technology</p>	1
iii	<p>Indian Railway has segmented on..... basis as Northern Railway, Southern Railway, Eastern Railway, Western Railway, North-Eastern Railway, and Central Railway.</p> <p>A. Rural</p> <p><b>B. Locality</b></p> <p>C. Climate</p> <p>D. National</p>	1
iv	<p>Walt Disney World Magic Kingdom is a theme park at the Walt Disney World Resort in Bay Lake, Florida, Owned and operated by The Walt Disney Company through its Parks, Experiences and Products division, the park opened on October 1, 1971, as “Walt Disney World Magic Kingdom”, the first of four theme parks at the resort. The park was initialized by Walt Disney and designed by WED Enterprises dedicated to fairy tales and Disney characters. Identify the scope of marketing discussed in the above paragraph.</p> <p>A. Places</p> <p>B. People</p> <p><b>C. Experience</b></p> <p>D. Property</p>	1
v	<p>The increase in fares of one airline increases demand for other airline services. Identify the type of competition.</p> <p>A. Competition from similar products</p> <p><b>B. Competition from substitute products</b></p> <p>C. Competition amongst all firms</p> <p>D. No competition</p>	1
vi	<p>Usage status, brand loyalty levels, benefits sought, frequency of purchasing, willingness to buy, and season influence.....</p> <p>A. Personal Demographics segmentation</p> <p>B. Socio-economic segmentation.</p>	1

	<b>C. Behavioural segmentation</b> D. Psychographic Segmentation	
vii	<p>Niche strategy would avoid direct competition with .....who are pursuing bigger segments.</p> <p><b>A. Large firms</b>  B. Small firms  C. Multi firms  D. Mono firms</p>	1
Q 4	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i	<p>Goodwill of a company is created over a period of time with regular emphasis on customer satisfaction through continuous improvement in product and services. Which objective of marketing is highlighted in the above lines?</p> <p>A. Customer satisfaction  B. Market share  <b>C. Public image</b>  D. Profit generation</p>	1
ii	<p>.....are directly help in the free flow of goods and services between marketing organisations and the customers.</p> <p>A. Supplier  <b>B. Marketing Intermediaries</b>  C. Competitors  D. Publics</p>	1
iii	<p>..... stage of segmentation is concerned with making choices about the segments to serve.</p> <p><b>A. Targeting</b>  B. Positioning  C. Environmental Scanning  D. Self actualisation</p>	1
iv	<p>Amar is engaged in manufacturing of refrigerators. He surveyed the market and found that customers need a refrigerator with a separate provision of water cooler in it. He decided to launch the same refrigerator in the market.</p> <p>A. Selling concept  B. Production concept</p>	1

	<p>C. Product concept</p> <p><b>D. Marketing concept</b></p>	
v	<p>A company's marketing decisions may be questioned by consumer organizations, environmental groups, minority groups and others.</p> <p>Which type of public is mentioned above line?</p> <p>A. <b>Citizen-action publics</b></p> <p>B. Media Public</p> <p>C. Government Publics</p> <p>D. Financial Publics</p>	1
vi	<p>The primary purpose of .....strategy is to capture sufficient volume to gain economies of scale and a cost advantage.</p> <p>A. Large marketing strategy</p> <p>B. Adjacent segment strategy</p> <p><b>C. Mass marketing strategy</b></p> <p>D. Multi-segment strategy</p>	1
Q 5	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i	<p>.....are deeds, processes and performances coproduced/provided by one person for another person.</p> <p><b>A. Services</b></p> <p>B. Occupation</p> <p>C. Profession</p> <p>D. Business</p>	1
ii	<p>Exposure to western modern culture and population shifts from rural to urban areas are</p> <p>A. Economic factors</p> <p><b>B. Socio-cultural factors</b></p> <p>C. Political factors</p> <p>D. Legal factors</p>	1
iii	<p>BMW, the “ultimate driving machine.” What is bases followed by company to positioned their products?</p> <p>A. Price</p> <p>B. Product user</p> <p><b>C. Product class</b></p> <p>D. Competitors</p>	1

iv	<p>The term FMCG stands for:</p> <p><b>A. Fast moving consumer goods</b></p> <p>B. Fast moving continuous goods</p> <p>C. Fast moving consumer goodwill</p> <p>D. Fast moving continuous goodwill</p>	1
v	<p>Sociologists assess -----which negatively affects a company's reputation if they are known for damaging the physical environment.</p> <p>A. Financial cost</p> <p>B. Infrastructural cost</p> <p><b>C. Social Cost</b></p> <p>D. Management Cost</p>	1
vi	<p>An endorsement by celebrities makes the difference and is known as.....</p> <p>A. Physical position</p> <p><b>B. Perceptual positioning</b></p> <p>C. Tangible positioning</p> <p>D. No positioning</p>	1
Q 6	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i	<p>Customer value is</p> <p><b>A. Customer Value = Total Customer Benefits – Total Customer Costs</b></p> <p>B. Customer Value = Total Customer Costs – Total Customer Benefits</p> <p>C. Customer Value = Total Customer Choice – Total Customer Options</p> <p>D. Customer Value = Total Customer Options – Total Customer Benefits</p>	1
ii	<p>..... is a sustained rise in the prices of goods and services. As a result, the purchasing power of rupee or real value of money gets reduced.</p> <p>A. Deflation</p> <p>B. Recession</p> <p>C. Boom</p> <p><b>D. Inflation</b></p>	1
iii	<p>USP means</p> <p>A. Unique Sellers Proposition</p> <p><b>B. Unique Selling Proposition</b></p> <p>C. Union Selling Proposition</p> <p>D. Unique Selling Position</p>	1



iv	<p>Market consists of</p> <p>A. Potential buyers</p> <p>B. Actual buyers</p> <p><b>C. Both a and b</b></p> <p>D. Sellers</p>	1
v	<p>Political environment includes.....</p> <p><b>A. Law</b></p> <p>B. Public Welfare</p> <p>C. Democracy</p> <p>D. Age</p>	1
vi	<p>“Be our customers' favourite place and way to eat.”</p> <p>Identify the product from the above positing statement.</p> <p>A. KFC</p> <p>B. Nandoos</p> <p>C. Kraft</p> <p><b>D. Mc Donald’s</b></p>	1
	<p style="text-align: center;"><b>SECTION B: SUBJECTIVE TYPE QUESTIONS</b></p> <p>Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)</p> <p>Answer each question in 20 – 30 words.</p>	
Q 7	<p>Communication skills are needed to</p> <p><b>Inform</b> – for example, communicating the time of a meeting.</p> <p><b>Influence</b> – for example, negotiating with a shopkeeper to reduce the price.</p> <p><b>Express feelings</b> – for example, to say or show that you are excited about your success or about a given task</p>	2
Q 8	<p><b>Language</b>            In case of use of incorrect words, unfamiliar language and lack of detail, language can act as a barrier to communicate what one wishes to convey. For example, language can act as a barrier when an Indian who only knows Hindi and a Chinese who only knows Mandarin want to interact with each other.</p> <p><b>Visual Perception</b>    Judging people or situations by how they look. For example, a man wearing torn clothes is poor.</p>	2

	<p><b>Past Experience</b> Letting our earlier experience stop us from understanding or communicating clearly. For example, “This shopkeeper cheated me last time. Let me be careful.”</p> <p><b>Prejudice</b> Fixed ideas, such as thinking “No one in my class listens to me” may stop a student from communicating openly in the class.</p> <p><b>Feelings</b> Our feelings and emotions, such as lack of interest or not trusting the other person affect communication. For example, “I am sad. Let me not talk.”</p> <p><b>Environment</b> Noise or disturbance in the surroundings may make communication difficult. For example, speaking while walking on road.</p> <p><b>Personal factors</b> Your own feelings, habits and ways of thinking (for example, fear, low confidence) may make communication difficult.</p> <p><b>Culture</b></p>	
Q 9	A team is a group of people working together towards achieving a common goal. Every team has a set of goals to achieve. The process of working together in a group is TEAM WORK	2
Q 10	<p><b>S</b> - Specific</p> <p><b>M</b> - Measurable</p> <p><b>A</b> - Achievable</p> <p><b>R</b> - Realistic</p> <p><b>T</b> - Timebound</p>	2
Q 11	<p>Time management is the ability to plan and control how you spend the hours of your day well and do all that you want to do</p> <p>For practicing the four steps for effective time management are as follows:</p> <ul style="list-style-type: none"> <li>• Avoid delay or postponing any planned activity</li> <li>• Organise your room and school desk</li> <li>• Develop a ‘NO DISTURBANCE ZONE’ where you can sit and complete important tasks</li> <li>• Use waiting time productively</li> <li>• Prepare a ‘to-do’ list</li> <li>• Prioritise</li> <li>• Replace useless activities with productive activities</li> </ul>	2

	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	
Q 12	<p>Marketing starts before the production of the goods and continues even after the selling of the products. So marketing is a continuous process. It includes;</p> <ul style="list-style-type: none"> <li>❖ Activities pertaining to identification of the <u><b>needs, wants and demands of the customer.</b></u></li> <li>❖ then designing of a suitable product to meet the needs, giving name to the product and</li> <li>❖ converting it to a brand by communicating it to the customers</li> </ul>	2
Q 13	Any two differences	2
Q 14	<p><b>Mobile Phone:</b></p> <p>Occupation: Students, lower class daily employed, hawkers, traders, executives, and CEOs.</p> <p>Income: Pocket money receivers, low income earners, middle income earners and high income earners.</p> <p>Use: Only receiving, night talking, long duration talking, use moderately, use moderately but a status symbol, Status symbol and high talkers and receivers.</p> <p><b>Air Travel:</b> Class- Economy, First and Business. Facilities – No frill and Total benefits. Use: Non-frequent Flyers and Frequent Flyers.</p>	2
Q 15	<ul style="list-style-type: none"> <li>➤ <b>Identification of target customers of target market</b></li> <li>➤ <b>Understanding of needs and wants of customers</b></li> <li>➤ <b>Developing products or services as per the needs and wants of customers</b></li> <li>➤ <b>Satisfaction of needs of customers</b></li> </ul>	2
Q 16	<p>Higher &amp; upper middle class segments; young working population; and Working women and home makers.</p> <p>Any two</p>	2
	<b>Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)</b>	
Q 17	It is a strategy designed to foster customer loyalty, interaction and long-term engagement. It is designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication.	3

Q 18	Any THREE macro environmental	3
Q 19	<p>➤ Multi-Segment Strategy: Means opened to multiple market . Same marketer is dealig with different segment of customers, Eg Nike produces shoes for golfers, tennis palyers, basket ball players.</p> <p>A. Sub-Segment Strategy: Known as micro marketing . It means if required marketer can go with sub marketing</p>	3
	<b>Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)</b>	
Q 20	Production concept	4
Q 21	Any four factors	4
Q 22	<p>➤ Existing market share and market homogeneity</p> <p>➤ Existing product expertise</p> <p>➤ Likelihood of production and marketing scale economies</p> <p>➤ Nature of competitive environment</p> <p>➤ The forces of marketing environment and marketing trends</p> <p>➤ Capability and ease of matching customer needs</p> <p>➤ Segment attractiveness in terms of size, structure, and growth</p> <p>➤ Available corporate resources</p> <p>➤ Anticipated profitability and market share.</p>	4
Q 23	<p>Before jumping into a segment, it is important to understand a few important features of that particular market.</p> <p><b><i>1. Identifiable:</i></b></p> <p>The market must be identifiable. It is important to identify the market and its potential. The plan must identify the goals and objectives.</p> <p><b><u>2. Accessible:</u></b></p> <p>The segment must be accessible so that various marketing channels can reach it such as communication, distribution etc.</p> <p><b><u>3. Size:</u></b></p> <p>It should be large enough to save the company's resources saved from being wasted.</p> <p><b><u>4. Unique Needs:</u></b></p>	4

	<p>This is, perhaps, the most important of the requirements. By its very definition, segmenting is necessary because of the customer's unique need. If a market segment does not justify a unique offering, there is no need to open a new area.</p> <p><b><u>5. Durable:</u></b></p> <p>It refers to the stability of the segment. The more durable the segment is, the lesser the cost of production. Instability due to frequent changes produces negative impact.</p>	
Q 24	<p>Marketing plays an important role to the marketer, customers and society.</p> <p><b><i>Customers</i></b></p> <ul style="list-style-type: none"> <li>➤ <b><i>Marketing creates Utilities.</i></b></li> <li>➤ <b><i>Large number of choices available.</i></b></li> <li>➤ <b><i>More platforms available</i></b></li> </ul> <p><b><i>Society.</i></b></p> <ul style="list-style-type: none"> <li>➤ <b>Source of Employment.</b></li> <li>➤ <b>Welfare of Customers and Stakeholders</b></li> </ul>	4
****END OF THE QUESTION PAPER****		