

INDIAN SCHOOL MUSCAT

FIRST PERIODIC TEST



MARKETING

CLASS: XI

Sub. Code: (812)

Time Allotted: 50mts.

16.05.2023

Max .Marks: 20

GENERAL INSTRUCTIONS:

1. Please read the instructions carefully.
2. This question paper contains 10 questions.
3. Fill in the blanks/ MCQ Questions of 1 mark each. There are 4 one mark questions.
4. Very short Answer questions of 2 marks each. There are 3 two mark questions
5. Short Answer questions of 3 marks each. There are 2 three mark questions
6. Long/Essay type question of 4 marks. There is one four mark question.

1. The retail giant Walmart is able to offer a wide variety of products at low prices by leveraging its massive buying power and efficient production processes. Walmart is able to quickly scale production to meet customer demand and offer products at prices that are often far lower than its competitors. Identify the Marketing philosophy followed by Walmart.
 - a) Production concept
 - b) Product concept
 - c) Selling concept
 - d) Marketing concept
2. Differentiate between want and demand. 1
3. The marketing department provides quality products to customers at reasonable prices and thus creates its impact on the customers. Identify the objective discussed here. 1
 - a) Public Image
 - b) Creation of Demand
 - c) Customer Satisfaction
 - d) Market Share
4. According to Maslow, the self-actualized person: 1
 - a) Is viewed as successful by society.

- b) Has not satisfied physiological needs.
- c) Is seeking love and affection.
- d) As fulfilled innate potentials.

5. Marketing is a continuous process, true or false? Justify your answer. 2
6. Differentiate between Customer Value And Customer Satisfaction. 2
7. The latest idea of marketing is that it is a set of activities to deliver customer value and satisfaction. There were different phases when marketing was considered more about production and selling. Explain the importance of Marketing for customers. 2
8. Identify and explain the stated concepts 3
 - a) Duty of business doesn't end by just meeting needs & wants of consumer
 - b) Building strong relationship with customer and its partners
 - c) Apple company strived hard on their products and deliver customers rich feature, innovative and diverse application products that people just love these brands.
9. "Marketing is not merely confined to only goods & services". In the light of given statement discuss scope of marketing in detail. (Any 6 points) 3
10. Selling transforms the goods into money, but marketing is the method of serving and satisfying customer needs. The marketing process includes the planning of a product's and service's price, promotion and distribution. Explain the difference between Marketing concept and Selling concept. 4

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1. The _____ concept is aligned with the philosophy of continuous product improvement and belief that customer will choose products that offer the most in quality, performance and innovative features.
 - a) Product
 - b) Production
 - c) Selling
 - d) Marketing
2. Differentiate between need and wants. 1
3. The marketing department provides quality products to customers at reasonable prices and thus creates its impact on the customers. Identify the objective discussed here. 1
 - a) Public Image
 - b) Creation of Demand
 - c) Customer Satisfaction
 - d) Market Share

4. Market offerings are offered 1
 - a) Create a need and want
 - b) Deliver value to the customers
 - c) Create demand
 - d) Increase market share
5. Marketing is not a continuous process, true or false? Justify your answer. 2
6. Differentiate between Customer Value And Customer Satisfaction. 2
7. The latest idea of marketing is that it is a set of activities to deliver customer value and satisfaction. There were different phases when marketing was considered more about production and selling. Explain the importance of Marketing for customers. 2
8. Identify and explain the stated concepts 3
 - a) Minimize cost and maintain volume
 - b) Profit with customer satisfaction
 - c) Apple company strived hard on their products and deliver customers rich feature, innovative and diverse application products that people just love these brands.
9. "Marketing is not merely confined to only goods & services". In the light of given statement discuss scope of marketing in detail. (Any 6 points) 3
10. Selling transforms the goods into money, but marketing is the method of serving and satisfying customer needs. The marketing process includes the planning of a product's and service's price, promotion and distribution. Explain the difference between Marketing concept and Selling concept. 4

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1. Beauty Products Ltd. is a natural and ethical beauty brand famous for offering organic beauty products for men and women. The company uses plant-based materials for its products and is the No.1 beauty brand in the country. It not only satisfies its customers but also believes in the overall protection of the planet.

Identify the marketing management philosophy being followed by 'Beauty Product Ltd'.

- a) Societal Marketing Concept
 - b) Relationship marketing concept
 - c) Selling concept
 - d) Production concept
2. A plant manager in a small factory wishes to raise morale in his workforce. The manger 1 notes that the working conditions at the plant are safe, clean and pleasant, and that recent expansion of the workforce has assured the employees that their jobs are secure. Which of the following actions should the manager take to ensure that the belongingness needs in Maslow's hierarchy are satisfied?
 - a) Pay bonus
 - b) Publically praise workers
 - c) Set up after work clubs to allow social interaction
 - d) Provide rent free houses

3. Greg Williams now has the buying power to purchase the computer system he has wanted for the last six months. Greg's want now has become a _____ 1
4. Market offerings are offered to 1
 - a) Create a need and want
 - b) Deliver value to the customers
 - c) Create demand
 - d) Increase market share
5. Marketing is a continuous process, true or false? Justify your answer. 2
6. Differentiate between Customer Value And Customer Satisfaction. 2
7. The purpose of marketing is to help businesses grow efficiently and reach their highest potential for ROI by promoting brands, products and services. Explain the importance of marketing to the marketers. 2
8. Identify and explain the stated concepts 3
 - a) "Low cost and mass production"
 - b) "good product will sell itself"
 - c) Anything and everything can be sold.
9. "Marketing is not merely confined to only goods & services". In the light of given statement discuss scope of marketing in detail. (Any 6 points) 3
10. The Fancy Store' is a popular retail shop dealing in all kinds of fashionable items. Harish, the owner of the store believes in pushing the sale of his products through aggressive sales promotion techniques. Therefore, throughout the year he keeps offering various kinds short-term incentives to the buyers like discounts, quantity gifts, product combinations etc. On the contrary, his brother Ramesh who also runs a retail shop dealing in all kinds of fashionable items in the nearby market tries to first assess the needs and wants of the buyers while deciding upon the product range. He also believes in building long term relations with the buyers and therefore offers only good quality products and handles the complaints of the buyers if any with politeness and patience. 4

In the context of above case:

- i. Identify the two different marketing concepts discussed in the above para.
- ii. Distinguish between them on the basis of meaning, scope and strategies used.