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



CLASS : XI
DATE: 24/09/23

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 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? 1
- A. Scream at the person so that he never repeats the mistake
 - B. Inform him politely that there is a queue and everyone is waiting for their turn
 - C. Stay quiet and let the person go ahead
 - D. Not say anything directly but complain about him to other people
- ii Which of the following method is used to receive information from the sender? 1
- A. Listening
 - B. Speaking
 - C. Telling
 - D. Writing
- iii What are the words we should use when we communicate verbally? 1
- A. Use straight words
 - B. Use imprecise words
 - C. Use fixed words
 - D. Use simple words
- iv 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? 1
- A. She can leave the oil in her hair; after all it helps her hair to grow.
 - B. She can leave it on at night and wash her hair every day before leaving home.
 - C. She should not apply oil at all.
 - D. She can apply the oil and pour a little water on her hair before leaving home to reduce the smell.
- v are principles or standards of behaviour; one's judgment of what is important in life 1
- A. Values
 - B. Beliefs
 - C. Opinion
 - D. Identity
- vi Ravi works hard to get the best student award at the end of the year. What type of motivation 1

is this?

- A. Internal
- B. External
- C. Both internal and external
- D. Not any specific type of motivation

Q 2 **Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)**

- i Who is the father of modern marketing? 1
- A. Philip Kotler
 - B. Peter F Drucker
 - C. Koontz & O'Donnel
 - D. A H Maslow
- ii State whether the following statements are true or false: 1
- 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.
- A. True
 - B. False
- iii Market segmentation is the process of dividing amarket into..... sub 1
unit.
- A. Homogenous into heterogeneous
 - B. Heterogeneous into homogeneous
 - C. Homogeneous into aggregated
 - D. Segregated into aggregated
- iv According to Maslow's Hierarchy of Needs, Which need is outlined in the above picture? 1



- A. Safety needs
- B. Physiological needs
- C. Esteem needs
- D. Belonging needs

v Agent middlemen are an important part of the ----- and render important services in different capacities. 1

- A. Customer
- B. Supplier
- C. Distribution network
- D. Competitor

vi Who is considered to be father of market segmentation? 1

- A. W. Smith
- B. Adam Smith
- C. Philip Kotler
- D. Nirmalya Kumar

vii The concept of positioning was articulated by Al Ries and Jack Trout as early as 1

- A. 1971
- B. 1972
- C. 1973
- D. 1974

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

i are the state of being deprived of something 1

- A. Marketing
- B. Needs
- C. Wants
- D. Demands

ii Micro environment consists: 1

- A. Political
- B. Economic
- C. Supplier
- D. Technology

iii Indian Railway has segmented on..... basis as Northern Railway, Southern Railway, Eastern Railway, Western Railway, North-Eastern Railway, and Central Railway. 1

- A. Rural
- B. Locality
- C. Climate
- D. National

iv Walt Disney World Magic Kingdom is a theme park at the Walt Disney World Resort in Bay 1
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.

- A. Places
- B. People
- C. Experience
- D. Property

v The increase in fares of one airline increases demand for other airline services. Identify the 1
type of competition.

- A. Competition from similar products
- B. Competition from substitute products
- C. Competition amongst all firms
- D. No competition

vi Usage status, brand loyalty levels, benefits sought, frequency of purchasing, willingness to 1
buy, and season influence.....

- A. Personal Demographics segmentation
- B. Socio-economic segmentation.
- C. Behavioural segmentation
- D. Psychographic Segmentation

vii Niche strategy would avoid direct competition withwho are pursuing bigger 1
segments.

- A. Large firms
- B. Small firms
- C. Multi firms
- D. Mono firms

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

- i 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? 1
- A. Customer satisfaction
 - B. Market share
 - C. Public image
 - D. Profit generation
- iiare directly help in the free flow of goods and services between marketing organisations and the customers. 1
- A. Supplier
 - B. Marketing Intermediaries
 - C. Competitors
 - D. Publics
- iii stage of segmentation is concerned with making choices about the segments to serve. 1
- A. Targeting
 - B. Positioning
 - C. Environmental Scanning
 - D. Self actualisation
- iv 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. 1
- A. Selling concept
 - B. Production concept
 - C. Product concept
 - D. Marketing concept
- v A company's marketing decisions may be questioned by consumer organizations, environmental groups, minority groups and others. 1
- Which type of public is mentioned above line?
- A. Citizen-action publics
 - B. Media Public

C. Government Publics

D. Financial Publics

vi The primary purpose ofstrategy is to capture sufficient volume to gain economies of scale and a cost advantage. 1

A. Large marketing strategy

B. Adjacent segment strategy

C. Mass marketing strategy

D. Multi-segment strategy

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

iare deeds, processes and performances coproduced/provided by one person for another person. 1

A. Services

B. Occupation

C. Profession

D. Business

ii 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

iii BMW, the “ultimate driving machine.” What is bases followed by company to positioned their products? 1

A. Price

B. Product user

C. Product class

D. Competitors

iv The term FMCG stands for: 1

A. Fast moving consumer goods

B. Fast moving continuous goods

C. Fast moving consumer goodwill

D. Fast moving continuous goodwill

v Sociologists assess -----which negatively affects a company’s reputation if they are known for damaging the physical environment. 1

- A. Financial cost
- B. Infrastructural cost
- C. Social Cost
- D. Management Cost

- vi An endorsement by celebrities makes the difference and is known as..... 1
- A. Physical position
 - B. Perceptual positioning
 - C. Tangible positioning
 - D. No positioning

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

- i Customer value is 1
- A. Customer Value = Total Customer Benefits – Total Customer Costs
 - B. Customer Value = Total Customer Costs – Total Customer Benefits
 - C. Customer Value = Total Customer Choice – Total Customer Options
 - D. Customer Value = Total Customer Options – Total Customer Benefits
- ii 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. 1
- A. Deflation
 - B. Recession
 - C. Boom
 - D. Inflation
- iii USP means 1
- A. Unique Sellers Proposition
 - B. Unique Selling Proposition
 - C. Union Selling Proposition
 - D. Unique Selling Position
- iv Market consists of 1
- A. Potential buyers
 - B. Actual buyers
 - C. Both a and b
 - D. Sellers

- v Political environment includes..... 1
- A. Law
 - B. Public Welfare
 - C. Democracy
 - D. Age
- vi “Be our customers' favourite place and way to eat.” Identify the product from the given 1
positing statement.
- A. KFC
 - B. Nandoos
 - C. Kraft
 - D. Mc Donald's

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 Your ability to communicate clearly and share thoughts, feelings and ideas will help you in all 2
your relations with other people. Why does one need communication skills?
- Q 8 Write down any two factors affecting perspectives in communication. Provide examples, 2
explaining how each factor affects communication
- Q 9 What is teamwork? 2
- Q 10 In SMART goals, what does ‘S, M, A, R and T’ stand for? 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 Is marketing a Continuous Process? Justify your answer. 2
- Q 13 Distinguish between Marketing and selling concepts. 2
- Q 14 Identify the segmentation variables for the following products: 2
- A. Mobile phones
 - B. Air Travel
- Q 15 Samsung not only creates its product tailored to customers, but also adds many incentives in 2
its strategy. A good example is their popup store. Companies who want to stay in the market
for a long time should have to focus on customers' needs and wants rather than the product.
From the above example What are the four pillars of Marketing Concepts?
- Q 16 What is the customer segment Big Bazaar targets at? 2

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

- Q 17 What is "Relationship marketing?" 3
- Q 18 Explain briefly any THREE macro environmental factors to a business. 3
- Q 19 Write short notes on the following 3
- A. Multi-segment strategy
 - B. Sub –segment strategy

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

- Q 20 “Low cost and mass production” as rightly proven by Lenovo computers of China. Identify and explain marketing philosophy discussed here. 4
- Q 21 The business environment is multifaceted, complex, and dynamic in nature and has a far-reaching impact on the survival and growth of the business. There is a close and continuous interaction between the business and its environment. 4
- What are the benefits of environment scanning to a marketer?
- Q 22 What are the Factors affecting needs of targeting? 4
- Q 23 Market segmentation is the process of grouping similar consumers or business customers together in a market segment, in which the consumers or business customers exhibit similar requirements and buying characteristics. What are all to be Considered before segmenting the Market? 4
- Q 24 Importance of Marketing is not merely for customers but for society and marketer too. Explain. 4

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