



INDIAN SCHOOL MUSCAT

SECOND PERIODIC TEST

MARKETING

CLASS: XI

Sub.Code: 812

Time Allotted: 50mts.

20.11.2023

Max .Marks: 20

Roll no..... Name of the Student..... sec.....

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. _____ is the process of identifying, anticipating, and satisfying customers' requirements with the purpose of making profits. 1
 - a) Marketing
 - b) Product
 - c) Price
 - d) Place
2. The stores like Reliance Fresh and Big Bazaar have positioned themselves as 'economical stores'. Which basis of positioning is being reflected here? 1
 - a) Customer benefits
 - b) Price
 - c) User
 - d) Product class
3. Who proposed 4Cs classification of Marketing Mix? 1

4. Raymond sell their products through specific outlets as well as franchise outlets, which ensures the availability is at its peak. 1

Identify the element of distribution channel discussed here.

5. Pricing helps to shape the perception of a product in consumer's eyes. Explain. 2

6. ICICI Bank provides a variety of banking products for all its customers. The major product of ICICI bank is its excellent customer service. The bank is known for its 12 hours operation and for its out of the box customer service initiatives. It has equal focus on retail customers as well as customers belonging to the corporate world. 2

Identify and define the main characteristics of Service market which forced the Bank to provide variety of banking products for all its customers.

7. A hotel uses luxurious room designs, high-quality linens, and a well-decorated lobby to convey a sense of opulence to its guests. Which P of marketing does this exemplify? Explain in detail. 2

8. Advertising through various media is the most common and traditional form of promotion used by business firms. Discuss any three other ways to promote goods and services. 3

9. 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. 3

I. Which element of service Marketing Mix is highlighted in the above case? Define it.

II. Identify and define the other two elements of service marketing mix which helps the marketers to introduce the intangible product to its consumers.

10. Intuition and creative thinking are key requirements for a marketing manager. But relying only on these qualities is incorrect and can lead to inaccurate assumptions that may not provide the desired results. To ensure that marketing mix is based on research and combines facts with innovation 4

Explain the major steps a manager should go through in identifying the perfect marketing mix.

END OF THE QUESTION PAPER



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1. Which of the following elements is included in service marketing mix, but not included in product marketing mix? 1
 - a) Price
 - b) People
 - c) Distribution channel
 - d) Promotion
2. The stores like Reliance Fresh and Big Bazaar have positioned themselves as 'economical stores'. Which basis of positioning is being reflected here? 1
 - a) Customer benefits
 - b) User
 - c) Product class
 - d) Price

3. In the year 2003, ITC stepped in the manufacturing of biscuits and introduced the 'Sunfeast' range that at first dealt with biscuits and later on with other food items also. In order to make its brand a household name it has launched exciting and innovative campaigns that denote the various qualities of its products like the flavour and exclusive taste. 1

Identify the element of marketing mix discussed here.

4. Who proposed 4Cs classification of Marketing Mix? 1

5. When a firm brings out a new product into a new or existing market, it may feel that it needs to make quick sales in order to establish itself and to make it possible to produce larger quantities. It may therefore start off by offering the product at a low price. Identify and define the pricing strategy used by the firm. 2

6. SBI Bank provides a variety of banking products for all its customers. The major product of SBI bank is its excellent customer service. The bank is known for its 12 hours operation and for its out of the box customer service initiatives. It has equal focus on retail customers as well as customers belonging to the corporate world. 2

Identify and define the main characteristics of Service market which forced the Bank to provide variety of banking products for all its customers.

7. A hotel uses luxurious room designs, high-quality linens, and a well-decorated lobby to convey a sense of opulence to its guests. Which P of marketing does this exemplify? Explain in detail. 2

8. Advertising through various media is the most common and traditional form of promotion used by business firms. Discuss any three other ways to promote goods and services. 3

9. Starbucks holds customer feedback in high esteem to refine its product offering. Starbucks' "My Starbucks Idea" platform was in operation for nearly 10 years before being retired. It provided consumers with a better way to share their concerns and submit requests. The aim was to give consumers exactly what they want while building a relationship and a loyal customer base. 3

- I. Which element of service Marketing Mix is highlighted in the above case? Define it.
- II. Identify and define the other two elements of service marketing mix which helps the marketers to introduce the intangible product to its consumers.

10. Intuition and creative thinking are key requirements for a marketing manager. But relying only on these qualities is incorrect and can lead to inaccurate assumptions that may not provide the desired results. To ensure that marketing mix is based on research and combines facts with innovation 4

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1. Which P is just the communication aspect of the entire marketing function: 1
 - a) Product
 - b) Promotion
 - c) Price
 - d) Place
2. The stores like Reliance Fresh and Big Bazaar have positioned themselves as 'economical stores'. Which basis of positioning is being reflected here? 1
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3. Who proposed 4Cs classification of Marketing Mix? 1

4. In the year 2003, ITC stepped in the manufacturing of biscuits and introduced the 'Sunfeast' range that at first dealt with biscuits and later on with other food items also. In order to make its brand a household name it has launched exciting and innovative campaigns that denote the various qualities of its products like the flavour and exclusive taste. 1

Identify the element of marketing mix discussed here.

5. Distinguish between Penetration pricing policy and Skimming pricing policy 2

6. SBT Bank provides a variety of banking products for all its customers. The major product of SBT bank is its excellent customer service. The bank is known for its 12 hours operation and for its out of the box customer service initiatives. It has equal focus on retail customers as well as customers belonging to the corporate world. 2

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9. The distribution structure refers to the channel design and structure, and management of channels while logistics refers to the physical aspect of distribution. The distribution can be carried out through the channel members and they would comprise of manufacturer, distributor, wholesaler/dealer and retailer. Organizations can employ distribution alternatives on the basis of their products. Identify and explain the distribution channels used by organizations. 3

10. Intuition and creative thinking are key requirements for a marketing manager. But relying only on these qualities is incorrect and can lead to inaccurate assumptions that may not provide the desired results. To ensure that marketing mix is based on research and combines facts with innovation 4

Explain the major steps a manager should go through in identifying the perfect marketing mix.

END OF THE QUESTION PAPER

Shani Raje