



INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE
PRACTICE TEST-TERM 1
MARKETING MARKING SCHEME

SECTION A

Answer any 5 questions out of the given 6 questions on Employability Skills (1 x 5 = 5 marks)

Sr No.	ANSWERS	Marks
1.	d. We listen to create conflicts	1
2.	a. Understanding	1
3.	a. action-based	1
4.	c. Suspicious	1
5.	(b) 1, 3, 4	1
6.	(c) The arrangement of content changes	1

SECTION B

Answer any 20 questions out of the given 25 questions (1 x 20 = 20 marks)

Sr No.	ANSWERS	Marks
7.	c. Market condition	1
8.	b. William Stanton	1
9.	d. Product line	1
10.	b. Place	1
11.	d. Product repositioning	1
12.	a. Pricing	1
13.	d. Product includes total offers, including main qualities, features and services.	1
14.	c. Oligopoly	1
15.	d. generic product, expected product, augmented product and the potential product	1
16.	b. transfer of title	1
17.	a. Name	1
18.	c. Price	1
19.	a. Convenience	1

20.	c. Assembling	1
21.	b. Convenience Products, frequently, minimum	1
22.	d. Premium	1
23.	a. S	1
24.	a. Mark-up pricing	1
25.	c. Risk bearing	1
26.	d. To determine the quality and variants in production	1
27.	b. Perceived value pricing	1
28.	c. Two level	1
29.	a. Introduction stage	1
30.	a. Agent	1
31.	b. Inelastic	1

SECTION C (COMPETENCY BASED QUESTIONS)

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

Sr No.	ANSWERS	Marks
32.	a) 10,800	1
33.	a) Both A and R are true, and R is the correct explanation of A.	1
34.	a. Staple Goods	1
35.	a. Grading, packaging	1
36.	b. Discrimination on the basis of customer segment	1
37.	c) A is true but R is false	1
38.	c. Higher	1