



# INDIAN SCHOOL AL WADI AL KABIR

## DEPARTMENT OF COMMERCE

### FINAL ASSESSMENT - XI 2025-26

#### MARKETING (812)

#### ANSWER KEY

#### SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1.	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	Marks
i.	_____ describe movements of parts of the body, especially hands or head, to express an idea or meaning. a. <b>Gestures</b> b. Touch c. Eye contact d. Paralanguage	1
ii.	Which of the following is NOT a part of SMART goals? a. Specific b. Measurable c. Realistic d. <b>Spontaneous</b>	1
iii.	Which is essential to build networking skills? a. Attending events without engaging b. Memorizing people's names without interacting c. <b>Listening sincerely and asking thoughtful questions</b> d. Only sending connection requests without follow-up	1
iv.	To select one character to the left, identify the key combination. a. Shift + Ctrl + Home b. Shift + Ctrl + End c. Shift + ↑ d. <b>Shift + →</b>	1
v.	It is a solution that an entrepreneur thinks of, to serve the customer. It determines what business activity an entrepreneur would take up to make financial gains. a. Business plan b. <b>Business idea</b> c. Blue print d. Business layout	1
vi.	This project is bringing light to places that need it most, by recycling plastic bottles to make lamps. a. Swachh Bharat Abhiyan b. Green India Mission c. National Solar Mission d. <b>Liter of Light</b>	1

Q. 2.	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	Marks
i.	_____ is the process of dividing a heterogeneous market (aggregated) into homogeneous sub unit (segregated). Market segmentation is the identification of portions of the market that are different from one another or share a similar set of needs. a. <b>Market segmentation</b>	1

	<ul style="list-style-type: none"> <li>b. Targeting</li> <li>c. Positioning</li> <li>d. Consumer behaviour</li> </ul>	
ii.	<p>Endorsement by celebrities is used for _____.</p> <ul style="list-style-type: none"> <li>a. <b>Perceptual positioning</b></li> <li>b. Physical positioning</li> <li>c. High involvement</li> <li>d. Low involvement</li> </ul>	1
iii.	<p>These factors, are generally related to product design, volume of production, procurement of raw material, employment of labor, doses of financial investment and expansion plans of the firm. These changes can be introduced as per desire of the company's management.</p> <ul style="list-style-type: none"> <li>a. External environment</li> <li>b. <b>Internal environment</b></li> <li>c. Macro environment</li> <li>d. Uncontrollable environment</li> </ul>	1
iv.	<p>The intangible acts and deeds offered from one party to another without the transfer of title is called _____.</p> <ul style="list-style-type: none"> <li>a. Product</li> <li>b. <b>Service</b></li> <li>c. Place</li> <li>d. Price</li> </ul>	1
v.	<p>Consumer organizations, environmental groups, minority groups, etc. belong to _____ public</p> <ul style="list-style-type: none"> <li>a. Internal</li> <li>b. Local</li> <li>c. Media</li> <li>d. <b>Citizen action</b></li> </ul>	1
vi.	<p>According to Lauterborn's 4C's Consumer Oriented Model, Promotion is replaced by _____</p> <ul style="list-style-type: none"> <li>a. Consumer</li> <li>b. Cost</li> <li>c. Convenience</li> <li>d. <b>Communication</b></li> </ul>	1
vii.	<p>During the _____ existing information feelings and experiences similar to the problem-solving situation are recalled from the consumer's memory.</p> <ul style="list-style-type: none"> <li>a. External search</li> <li>b. <b>Internal search</b></li> <li>c. Macro search</li> <li>d. Evaluation search</li> </ul>	1

Q. 3.	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	Marks
i.	Examining competitor's pricing while deciding prices becomes important. A new company which has not made a name for itself yet, is unlikely to have a target market which is willing to pay a high price. State whether the given statement is <b>True</b> or <b>False</b> .	1
ii.	<p>_____ is concerned about creating a perception in a consumer's mind about the nature of company and its products relative to competitors.</p> <ul style="list-style-type: none"> <li>a. Segmentation</li> </ul>	1

	<ul style="list-style-type: none"> <li>b. Targeting</li> <li><b>c. Positioning</b></li> <li>d. Promotion</li> </ul>	
iii.	<p>Marketers have to continuously monitor the rival firm's marketing activities, their products, distribution channels, prices and promotional efforts to design its marketing strategy. These rivals are also known as _____</p> <ul style="list-style-type: none"> <li>a. Suppliers</li> <li><b>b. Competitors</b></li> <li>c. Consumers</li> <li>d. Marketing intermediaries</li> </ul>	1
iv.	<p>The money paid in lieu of the service taken is a _____ process.</p> <ul style="list-style-type: none"> <li>a. Give and take</li> <li>b. Selling and buying</li> <li><b>c. Exchange</b></li> <li>d. Trading</li> </ul>	1
v.	<p>Dhara Oil's tagline ki aap khaiyen, health ki chinta dhara pe chhor dijiye (eat and leave your health concerns to us). Their assurance is that Dhara would marginalize the guilt of calorie intake and the customers need not kill taste buds. Dhara has positioned its oil on the basis of:</p> <ul style="list-style-type: none"> <li>a. Attribute</li> <li><b>b. Health</b></li> <li>c. Product class</li> <li>d. User</li> </ul>	1
vi.	<p>_____ refers to making the product available for customers at convenient and accessible places</p> <ul style="list-style-type: none"> <li>a. Product</li> <li>b. Price</li> <li><b>c. Place</b></li> <li>d. Promotion</li> </ul>	1
vii.	<p>According to the classification of consumer purchase decision buying a car can be considered as a _____.</p> <ul style="list-style-type: none"> <li>a. Feeling based</li> <li>b. Emotive based</li> <li><b>c. Thought based</b></li> <li>d. Perception based</li> </ul>	1

Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>People in the high-income bracket have higher purchasing power. They buy expensive and trendy goods. On the contrary, people in the low-income groups buy simple and relatively cheaper goods. Which social factor is highlighted above?</p> <ul style="list-style-type: none"> <li>a. Roles and status</li> <li>b. Reference groups</li> <li><b>c. Economic conditions</b></li> <li>d. Lifestyle</li> </ul>	1
ii.	<p>A customer is said to be satisfied if:</p> <ul style="list-style-type: none"> <li><b>a. expectations match with the actual performance of the product</b></li> <li>b. expectations are below the actual performance of the product</li> <li>c. expectations are close to the actual performance of the product</li> <li>d. expectations differ from the actual performance of the product</li> </ul>	1

iii.	Organizations buying goods and services with a view to sell them to others for a profit belong to: a. Consumer market b. Industrial market <b>c. Reseller market</b> d. International market	1
iv.	A drink company sells more cold beverages in hot climates. This uses: a. Age groups only <b>b. Geographic bases like climate and region</b> c. Brand loyalty levels d. Income brackets	1
v.	A short-term incentive to encourage trial or purchase of a new product. <b>a. Sales promotion</b> b. Personal selling c. Advertising d. Word of mouth	1
vi.	The _____ is a person who finally determines part or the whole of the buying decision, i.e. all quantity like whether to buy, what to buy, how to buy, when to buy or where to buy are considered. a. Initiator b. Gatekeeper <b>c. Decider</b> d. Maintainer	1

Q. 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	Consumers generally spend more time and effort to make purchase decisions for _____ products a. Mediocre involvement <b>b. High involvement</b> c. Low involvement d. No involvement	1
ii.	Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of: a. Distribution b. Product development <b>c. Promotion</b> d. Pricing	1
iii.	Customer satisfaction is the strongest pillar of marketing where company assures that customers are satisfied after buying a product or service. This is a customer centric approach rather than product centric one. In this concept customer satisfaction is the focal point and all decision making based on it. This is an ideology of which marketing philosophy? a. Production concept b. Product concept c. Selling concept <b>d. Marketing concept</b>	1
iv.	Companies marketing cigarettes, liquor, cosmetics and high-priced watches create a personality for the brand to match it with the _____ of the customer. a. Demand	1

	<ul style="list-style-type: none"> <li>b. Consumption</li> <li><b>c. Personality</b></li> <li>d. Needs</li> </ul>	
v.	<p>_____ is an informal communication about the benefits of the product by satisfied customers and ordinary individuals.</p> <ul style="list-style-type: none"> <li><b>a. Word of mouth</b></li> <li>b. Sales promotion</li> <li>c. Personal selling</li> <li>d. Public relations</li> </ul>	1
vi.	<p>To effectively market a product, marketers need to go to _____ of a consumer</p> <ul style="list-style-type: none"> <li>a. Consumption level</li> <li>b. Demand level</li> <li><b>c. Psychological level</b></li> <li>d. Buying level</li> </ul>	1

Q. 6.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>During this stage of the consumer decision making process, the consumer becomes aware of the difference between the actual state (where we are now and the ideal state ('where we want to be')).</p> <ul style="list-style-type: none"> <li>a. Post purchase</li> <li>b. Purchase decision and action</li> <li><b>c. Problem Recognition</b></li> <li>d. Information search</li> </ul>	1
ii.	<p>It refers to selling combo-packs and offering discount to customers. The combo-packs add value to customer and lead to increased sales.</p> <ul style="list-style-type: none"> <li>a. Market penetration pricing</li> <li><b>b. Bundling</b></li> <li>c. Value pricing</li> <li>d. Differentiated pricing</li> </ul>	1
iii.	<p>A company notices that new competitors are entering the market with cheaper alternatives. At the same time, a new technology has emerged that can help the company reduce production costs. To deal with these changes, the management regularly studies trend, monitors the external environment, and prepares a report showing possible threats and opportunities. Identify the concept being used by the company.</p> <ul style="list-style-type: none"> <li>a. SWOT analysis</li> <li>b. Consumer analysis</li> <li><b>c. Environmental scanning</b></li> <li>d. Both a and b</li> </ul>	1
iv.	<p>In case of clothes, it may be male and female, in case of fashionable clothes the two segments vary a lot. Women prefer scooties, and boys use motorcycles. By 2015, India will have 80 million working women in the age group of 18–44-year age band. The roles are changing because of womenfolk joining working groups. Now males do many jobs earlier performed by women folk, thus blurring the lines. The above given lines clearly explain the _____ variable of personal demographic segmentation</p> <ul style="list-style-type: none"> <li>a. Age</li> <li><b>b. Gender</b></li> <li>c. Family structure</li> </ul>	1

	d. Politics	
v.	They are meant for personal consumption by the households or the final consumers like soaps, biscuits or books <b>a. Consumer goods</b> b. Industrial goods c. Durable goods d. Intangible goods	1
vi.	Elderly consumers will demand more of medicines, healthy-foods walking sticks, health-care facilities. This example highlights _____ factor affecting consumer behaviour a. Cultural <b>b. Social</b> c. Psychological d. Perception	1

### **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.	Marks
Q.7.	Clara feels upset with a classmate but does not express her anger directly. She avoids helping them in group tasks, lies about completing her part, and talks negatively about them to others. Identify and explain the type of communication skill adopted by Clara. MS: 1 mark identify and 1 mark explanation Ans: Passive – Aggressive communication style	2
Q.8.	Mention any two qualities of self-confident people. MS: 1 mark each (1+1=2) Ans: Self – belief, Hard Work, Positive Attitude	2
Q.9.	How to close and exit a document in OpenOffice Writer? MS: 1 mark each point (1+1=2) Ans: Closing a Document 1. To close an open document, click the Close option from the File menu. 2. To exit Writer, click the Exit option from the File menu.	2
Q.10	Kartik has a factory that produces purified packaged drinking water. Identify and explain the type of business activity undertaken by Karthik. MS: 1 mark identify and 1 mark explain Ans: Manufacturing Business	2
Q.11.	Explain the role of government in creating a green economy. MS: 1 mark each point (1+1 = 2) Ans: students can write any 2 points • The government makes policies and provides funds for implementing plans and policies. • It makes legislations (laws), such as ‘The Environment (Protection) Act, 1986’ to protect the environment and take actions against law-breakers. • It sets up missions, such as the Green India Mission and National Solar Mission to act on green economy projects. • It works with scientists and educates the public on environmentally safe practices (pollution control, chemical-free farming)	2

	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	Marks
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Q.12.	<p>A juice company realized that selling only basic fruit juices at low prices was not enough to attract health-conscious consumers. It introduced a new range of cold-pressed, organic, and vitamin-enriched juices with unique flavors. Customers were willing to pay a higher price because of the quality and health benefits, and the company's sales and profits grew.</p> <p>From the above case identify and explain the marketing philosophy adopted by the juice company</p> <p>MS: 1 mark identify and 1 mark explanation (1+1 = 2)</p> <p>Ans: Product Concept</p>	2
Q.13.	<p>Explain any two reasons why market segmentation is important for a business.</p> <p>MS: ½ mark title point and ½ mark explanation (1+1=2)</p> <p>Ans: students can write any two</p> <ul style="list-style-type: none"> <li>• Improved Customer Relations</li> <li>• Perfect-like Marketing Mix</li> <li>• Better Resource Allocation</li> <li>• Competitor Analysis</li> <li>• Taking care of Dynamic Environment</li> <li>• Focus Marketing Communication</li> <li>• Measurement</li> </ul>	2
Q.14.	<p>A car manufacturer wants to promote its new electric car. Sales executives at dealerships personally explain features and take customers for test drives. Meanwhile, the company issues a press release about its environmental initiatives, which appears in major newspapers.</p> <p>Identify the elements of promotion undertaken in the above case.</p> <p>MS: 1 mark each for identifying (1+1 = 2)</p> <p>Ans: Personal Selling, Public Relations</p>	2
Q.15.	<p>A company cannot rely only on a good product to succeed. Explain why the marketing mix is essential in ensuring successful marketing.</p> <p>MS: ½ mark title point and ½ mark explanation (1+1=2)</p> <p>Ans:</p> <ul style="list-style-type: none"> <li>• Marketing Approach</li> <li>• Value Creation</li> </ul>	2
Q.16.	<p>Rhea bought a new smartphone after comparing several models online and in stores. Two days after the purchase, she started wondering if she made the right choice because her friends told her she could have gotten a better camera in another brand. She is now reading more reviews to reassure herself, and the company has sent her follow-up messages highlighting the phone's key features and user benefits. From the above situation, explain the possible post-purchase outcomes and how the marketer can help reduce Rhea's anxiety.</p> <p>MS: 1 mark explain post purchase outcome, 1 mark on marketer's action (1+1 = 2)</p> <p>Ans: Dissatisfaction</p> <p>Sometimes, however, consumers experience some post purchase anxieties, called cognitive dissonance. It is a thought that one has not made the right decision. The consumer attempts to reduce this anxiety by searching for additional information that supports his/her choice. The marketer can help by providing supportive information to the buyer and also by positive marketing communications.</p>	2
	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	Marks

Q.17.	A start-up wants to launch a line of organic food products. However, banks are hesitant to approve a loan, a popular magazine is questioning the product ingredients, and the local community is demanding more information on the company's waste disposal methods. Using this situation, identify and explain the different types of publics involved. MS: ½ mark identify and ½ mark explanation (1+1+1 = 3) Ans: financial publics, media publics, local publics	3
Q.18.	After identifying relevant set of competitive products serving a target market, mention the next three immediate steps to be followed by an organization undertaking positioning process. MS: 1 mark each for each step (1+1+1 = 3) Ans: <ul style="list-style-type: none"> <li>• Identify the set of determinant attributes that define the “product space” in which positions of current offerings are located.</li> <li>• Collect information from a sample of customers and potential customers about perceptions of each product on the determinant attributes</li> <li>• Determine product's current location (positioning) in the product space and intensity thereof</li> </ul>	3
Q.19.	Organizations can employ distribution alternatives on the basis of their products. In light of the above statement, explain the distribution alternatives. MS: ½ mark title point and ½ mark explanation (1+1+1 = 3) Ans: Intensive, selective, exclusive.	3

	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	Marks
Q.20.	A company plans to introduce a new sports drink but is unsure how to reach the right audience and communicate its benefits effectively. With the help of your understanding of marketing, explain why marketing is important for both the company and its customers in this case. MS: ½ mark title point and ½ mark explanation (1+1+1+1 = 4) Ans: Importance to Marketers <ul style="list-style-type: none"> <li>• Marketing Promotes Product Awareness to the Public</li> <li>• Marketing Helps in Enhancing Product Sales</li> <li>• Marketing Builds Company Reputation</li> </ul> Importance to Customers <ul style="list-style-type: none"> <li>• Marketing creates Utilities</li> <li>• Large number of choices available</li> </ul>	4
Q.21.	Explain in detail any two macro environmental factors/ forces which affect organization's marketing decisions. MS: 1 mark title point and 1 mark explanation (1+1+1+1 = 4) Ans: (student can write any 2) Demographic, Political, Economic, Natural or Physical, Social, Technological	4
Q.22.	Identify and explain the types of targeting mentioned in the cases given below: <ol style="list-style-type: none"> <li>Colgate sells the same basic toothpaste formula across the country, promoting it with a single message about strong teeth and fresh breath. The product, packaging, and advertising remain largely the same for all age groups, income levels, and regions. By offering one standard product to</li> </ol>	4

	<p>everyone, Colgate is able to reach a huge number of consumers and reduce production costs.</p> <p>b. A company called “Pure Paws” produces premium, grain-free dog food made only for small-breed dogs with sensitive stomachs. Instead of selling to all dog owners, the brand focuses only on this very specific group that looks for specialized nutrition. Larger pet-food brands usually target broader categories, so Pure Paws faces less direct competition and can offer customized ingredients that meet the exact needs of this narrow group of buyers.</p> <p>MS: 1 mark identify and 1 mark explanation (1+1+1+1 = 4)          Ans: Mass Marketing, Niche Segment Strategy</p>	
Q.23.	<p>A sportswear company called Stride Max launches a new collection of running shoes. To quickly attract customers in a market already dominated by big brands, Stride Max decides to sell one of its basic models at a much lower price than the competitors, hoping that more runners will try the brand and spread the word. At the same time, Stride Max introduces a high-tech premium shoe with advanced cushioning and a stylish design. For this model, the company sets a very high price because it wants to target athletes who like exclusive, top-quality products. Stride Max also notices that different customer groups have different purchasing power. So, it offers discounted prices to students and sports clubs, while selling the same shoes at higher prices in high-end malls and sports stores where buyers are willing to pay more. Transportation costs and competition vary across regions. In areas close to the main factory, Stride Max sells the shoes at a lower rate due to low distribution costs. In distant cities, the prices are slightly higher. In one far-off region where many competitors already exist, Stride Max again offers the shoes at a very low price to attract customers.</p> <p>Identify and explain the major pricing strategies undertaken by Stride Max in the case given above.</p> <p>MS: ½ mark identify and ½ mark explain          Ans:</p> <ol style="list-style-type: none"> <li>1. Market Penetration Pricing</li> <li>2. Market Skimming Pricing</li> <li>3. Differential Pricing</li> <li>4. Geographic Pricing</li> </ol>	4
Q.24.	<p>A company is planning to design its production and marketing strategies for a new product. Why is it important for the company to study consumer behaviour? Give any four reasons.</p> <p>MS: ½ mark title point and ½ mark explanation (1+1+1+1 = 4)          Ans: Students can write any 4 points</p> <ol style="list-style-type: none"> <li>1. Knowledge of consumer behavior helps to determine the marketing mix</li> <li>2. To assess consumer’s actions or reactions</li> <li>3. To meet diversified consumer preferences</li> <li>4. A guide to planning and implementing marketing strategies</li> <li>5. To address special needs, personalities, and lifestyles of consumers</li> <li>6. To identify market segmentation</li> <li>7. To remain updated with technological advancement and bring new products to the market at faster pace</li> </ol>	4

