



INDIAN SCHOOL AL WADI AL KABIR

DEPARTMENT OF COMMERCE

ASSESSMENT 2 -XII 2025-26

MARKETING (812)

GENERAL INSTRUCTION:

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. All questions of a particular section must be attempted in the correct order.

5. 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.

6. 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) | Marks |
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| i. | _____ is the sharing of information using words. It is what most people use as a method of communication. a. Verbal communication b. Non - Verbal communication c. Visual communication d. Para language | 1 |
| ii. | They are a set of dreams with a deadline to get them, for example, saving pocket money to buy a favorite mobile phone by a particular date. a. Goals b. Time management c. Teamwork d. Self-motivation | 1 |
| iii. | Believing in yourself that you can do any task that is given to you and not scared of taking risks denotes which practice of self-management skills? a. Problem solving b. Self confidence c. Self-motivation d. Self - control | 1 |

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| iv. | Mention the short cut key on the keyboard to copy text – Ctrl + C | 1 |
| v. | Which of the following stakeholders makes policies for a green economy? a. Non-government organizations b. Scientific community c. Government d. Private sector | 1 |
| vi. | Which of the following is the main objective of sustainable development? a. Reducing poverty b. Promoting green agriculture c. Preventing ecological damage d. Achieving a balance between economic, environmental and social needs | 1 |

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| Q. 2. | Answer any 5 out of the given 7 questions (1 x 5 = 5 marks) | Marks |
| i. | 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. To promote its range of food products, famous actors and sports personalities were signed. Sachin Tendulkar, the cricket icon, Shahrukh Khan, the superstar, Sania Mirza, the tennis star have all been the brand ambassadors at one time or other. Television, magazines, newspapers have proved to be an effective and influential medium for advertisements as they are able to spread awareness among every age group of people. The slogan ‘Spread the Smile’ has become the essence of the brand and the catchy and colorful advertisements have helped the company in acquiring a large share of the market. Identify the element of marketing mix - Promotion | 1 |
| ii. | These publics are groups which influence the company's ability to obtain funds. a. Media publics b. General publics c. Financial publics d. Citizen action publics | 1 |
| iii. | Which of the following products do not belong to the same kind of market? a. Haldiram’s bhujia and Bikanerwala’s bundi b. Hospital bed and tractor c. Mechanized watch and electronic watch d. A cricket bat and a football | 1 |
| iv. | The quality, or the ‘how’ of service delivery is more important in the case of service industries, as it is difficult to separate the technical quality, or the ‘what’ of service delivery. This statement is true in case of _____ a. Physical evidence b. People c. Process d. Promotion | 1 |
| v. | Consider a family planning a vacation. The child suggests the idea of buying a new travel backpack because their current one is worn out and they saw a new colorful backpack in a store. Here, the child first gives the suggestion or idea to buy the new | 1 |

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| | backpack, thus starting the purchase process. The other family members then consider this suggestion, discuss options. The child has successfully played the role of _____ a. Gatekeeper b. Decider c. Initiator d. Buyer | |
| vi. | Giving retailer an incentive to sell your product/service is the responsibility of which marketing mix? a. Product b. Price c. Promotion d. Place | 1 |
| vii. | Fully automatic washing machines are beneficial for a working woman, and are advertised accordingly. This is an example of _____ a. Usage b. Age and life cycle stage c. Role and status d. Education and occupation | 1 |

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| Q. 3. | Answer any 6 out of the given 7 questions (1 x 6 = 6 marks) | Marks |
| i. | It believes in the ideology that a “good product will sell itself” a. Societal concept b. Marketing concept c. Production concept d. Product concept | 1 |
| ii. | Amway products, Patanjali products are promoted by organic product users. The group member who provides information about a specific sphere that interests members of a group is called an _____. a. Reference Group b. Opinion-Leader c. Influencer d. Marketer | 1 |
| iii. | Consolidation of various segments into one large segment, may be an objective if a. The reduction in costs is greater than the reduction in profits b. It is very costly for a company to launch a new product c. Consumers show reduced price sensitivity d. The demand curves for the segments to be combined are similar | 1 |
| iv. | In Consumer Oriented model of marketing mix the Product is replaced by _____ a. Cost b. Communication c. Consumer d. Convenience | 1 |

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| v. | A person purchasing air conditioner/refrigerator will probably compare prices, visit dealer showrooms, read online reviews and ask for advice from friends before making the final decision. This is a _____ a. High involvement purchase decision b. Low involvement purchase decision c. Researched purchase decision d. Opinion based purchase decision | 1 |
| vi. | It is a process of scrutinizing and weighing up changes and trends in marketing environment by the firm. a. Promotion mix b. Information search c. Environmental scanning d. SWOT Analysis | 1 |
| vii. | For someone a Dell Laptop might be the best laptop while for others it could be just one of the best brands available. Thus, we understand that individuals with the same needs might not purchase similar products due to difference in _____. a. Culture b. Beliefs c. Perception d. Personality | 1 |

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| Q. 4. | Answer any 5 out of the given 6 questions (1 x 5 = 5 marks) | Marks |
| i. | Shopping in a mall where the delightful experience comprises of not only shopping but also, spending time with family and friends, eating out, watching movie and enjoying the complete day. This is an example of _____ a. Event b. Place c. Experience d. People | 1 |
| ii. | Sociologists assess _____ which negatively affects a company's reputation if they are known for damaging the physical environment. a. financial cost b. social cost c. production cost d. marketing cost | 1 |
| iii. | _____ is concerned about creating a perception in a consumer's mind about the nature of company and its products relative to competitors. a. Positioning b. Segmentation c. Targeting d. Marketing | 1 |
| iv. | It involves making the product available at all possible outlets, example of soft drinks which are available through multiple outlets to ensure easy availability to the customer. | 1 |

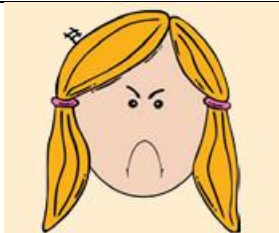
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| | <ul style="list-style-type: none"> a. Intensive distribution b. Extensive distribution c. Selective distribution d. Optional distribution | |
| v. | <p>eBay's positioning statement, "Buy it, Sell it. Love it." Shows</p> <ul style="list-style-type: none"> a. Attributes b. Competition c. Price d. Quality | 1 |
| vi. | <p>The number of brands that a consumer actually considers in making a purchase decision is known as the _____</p> <ul style="list-style-type: none"> a. Alternatives b. Evaluation c. Evoked set d. Choice of set | 1 |

| Q. 5. | Answer any 5 out of the given 6 questions (1 x 5 = 5 marks) | Marks |
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| i. | <p>We go get a haircut at a salon; we pay for the haircut. This is an example of _____</p> <ul style="list-style-type: none"> a. Exchange process b. Demand c. Wants d. Needs | 1 |
| ii. | <p>Competitors in electronic home appliances are LG, Samsung or Philips etc. This is a type of _____ competition</p> <ul style="list-style-type: none"> a. Competition from substitute products b. Competition from similar products c. Competition amongst all firms d. Competition amongst brands | 1 |
| iii. | <p>This basis of segmentation is concerned with the interests, activities and opinions of consumers, and is often related to life styles. Consumers buy things because of the personality, lifestyle and the consumer values they hold.</p> <ul style="list-style-type: none"> a. Personal demographic b. Psychographic c. Behavioral d. Geodemographic | 1 |
| iv. | <p>_____ refers to making the product available for customers at convenient and accessible places.</p> <ul style="list-style-type: none"> a. Place or distribution b. Price c. Promotion d. Product | 1 |
| v. | <p>Mention the first stage in the consumer decision making process – Problem recognition</p> | 1 |

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| vi. | Which of the following statements about using about usage segmentation is incorrect? a. Heavy users normally exhibit more brand loyalty than light users b. Heavy users pay the price equal to light users c. for almost all consumer product categories, the top 50% users account for 80 90% of total sales d. demographic characteristics are generally poor predictors of heavy usage. | 1 |
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| Q. 6. | Answer any 5 out of the given 6 questions (1 x 5 = 5 marks) | Marks |
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| i. | The primary scope of marketing is _____ a. Only advertising and sales b. Understanding customer needs, product development, pricing, and distribution c. Only digital marketing activities d. Only branding and packaging | 1 |
| ii. | Inflation of mild dose is good for the economy but wild rise is bad for the society particularly middle and poor classes. The consumers would spend less and less on luxuries and would concentrate on basic necessities of life. State whether the above given statement is True or False - True | 1 |
| iii. | The following statement rightly states the meaning of the term ‘Switchers’ a. same brand every time b. loyalty divided between two or more brands c. Brand switchers d. no particular preference | 1 |
| iv. | It is a paid form of non-personal communication by an identified sponsor a. Advertising b. Personal selling c. Sales promotion d. Public relations | 1 |
| v. | A consumer’s purchase decision to buy a home can be classified as _____ a. Thought based b. Feeling based c. Research based d. Objective based | 1 |
| vi. | _____ provide raw materials, components and semi-finished goods to be used in production or even sell finished products of the organization. a. Marketing intermediaries b. Competitors c. Publics d. Suppliers | 1 |

SECTION B: SUBJECTIVE TYPE QUESTIONS

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| | 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. | <p>Explain the Green India Mission in detail.</p> <p>Ans: The National Mission for a Green India or Green India Mission (GIM), is one of the eight missions under India’s action plan for meeting the challenges of climate change. GIM is aimed at protecting, restoring and increasing forest cover. It includes a combination of plans for ecosystems, biodiversity, water, biomass, preserving mangroves, wetlands, critical habitats along with services like fuel, fodder, timber and non-wood forest produces (fruits, flowers, seeds, herbs, honey, etc.).</p> | 2 |
| Q.8. | <p>How to create a table in OpenOffice Writer?</p> <p>MS: ½ mark each step ($1/2 + 1/2 + 1/2 + 1/2 = 2$)</p> <p>Ans: The steps to create a table using the Table button are: 1. Click the drop-down menu arrow of the Table button on the Standard bar. 2. A grid of cells appears. 3. Move the mouse pointer in the grid to highlight the number of rows and columns required in the table 4. A table will be inserted at the insertion point.</p> | 2 |
| Q.9. | <p>Explain the four Steps for Effective Time Management.</p> <p>MS: ½ mark each step ($1/2 + 1/2 + 1/2 + 1/2 = 2$)</p> <p>Ans: a. Organize: We should plan our day-to-day activities. b. Priorities We should make our to-do-list c. Control: We should have a control over our activities and time. d. Track: We should identify and note where we have spent our time</p> | 2 |
| Q.10 | <div style="text-align: center;">  </div> <p>Identify and explain the communication style in 2 – 3 lines illustrated in the image given above</p> <p>MS: 1 mark identify and 1 mark explanation (1+1 = 2)</p> <p>Ans: Passive Aggressive</p> | 2 |
| Q.11. | <p>Explain any two factors affecting perspectives in communication.</p> <p>MS: ½ mark title and ½ mark explanation</p> <p>Ans: Language, Visual Perception, Past Experience, Prejudice, Feelings, Environment, Personal factors, Culture</p> | 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. | Define Marketing according to Philip Kotler. Ans: marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. | 2 |
| Q.13. | Explain the bases of positioning MS: ½ mark title and ½ mark explanation Ans: Perceptual, Physical | 2 |
| Q.14. | Alpro a jam brand wants to stimulate quick sales. Suggest an element of promotion suitable for Alpro. Give reason for your answer. MS: 1 mark suggest, 1 mark reason (1+1 = 2) Ans: Sales promotion | 2 |
| Q.15. | Ashwin has purchased a sofa set for self and family use while Joseph has purchased a same sofa set for office use. Identify the type of consumers Ashwin and Joseph are. MS: 1 mark each to identify (1 + 1 = 2) Ans: Ashwin – individual, Joseph – Organizational | 2 |
| Q.16. | Shoniz plans to launch a new dark chocolate bar with natural sweeteners. Through customer surveys and focus groups, they discover that health-conscious young adults want chocolates that are tasty but lower in sugar. The unique feature (health + indulgence) is identified as a strong selling point. The target customers are urban millennials and working professionals who value fitness and healthier snacking. They associate value with quality ingredients, guilt-free indulgence, and premium packaging. Identify and explain the steps undertaken by Shoniz in developing their marketing mix. MS: 1 mark each (1+1 = 2) Ans: Step 1 and 2 | 2 |

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| | Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks) | Marks |
| Q.17. | Smart Bite Appliances, a kitchen appliance company, noticed a major shift in people’s lifestyle. With more working women and nuclear families, customers preferred quick and convenient ways to cook healthy food. Recognizing this socio-cultural change, the company invested in modern innovations to design a new range of smart air fryers that can be operated through a mobile app and cook meals faster with minimal oil. The use of these innovations increased production efficiency but also required higher investment and staff training. However, the company’s new product gained popularity among health-conscious, urban families who valued time-saving and healthier cooking options. Identify and explain the macro environmental factors affecting Smart Bit Appliances in the case given above. (Technological, Social) | 3 |

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| | MS: (1/2 mark identify and 1 mark explanation) (1.5 + 1.5 = 3) | |
| Q.18. | <p>Segment any toothpaste brand according to the following elements of behavioral segmentation.</p> <ol style="list-style-type: none"> Usage Occasion of purchase Benefit sought <p>Usage Status</p> <ul style="list-style-type: none"> Non-users: People who currently do not use toothpaste (e.g., children who haven't developed the habit or rural consumers using traditional methods like neem sticks). First-time users: Individuals trying toothpaste for the first time or switching from local to branded ones. Regular users: Consumers who brush twice daily and consistently use branded toothpaste. Light users: Those who brush once a day or use very little paste. Heavy users: Families with several members who use toothpaste daily, consuming larger quantities. <p>Occasion for Purchase</p> <ul style="list-style-type: none"> Festive Occasions: Special packs during Diwali or Ramadan as part of hygiene gift hampers. Back-to-school season: Parents buy kids' toothpaste (e.g., Colgate Kids with cartoon characters). Routine event: Most consumers buy toothpaste as part of their monthly grocery shopping <p>Benefit Sought</p> <ul style="list-style-type: none"> Fresh Breath Seekers: Prefer Colgate Max Fresh for long-lasting freshness and mint flavor. Whitening Seekers: Choose Colgate Visible White for cosmetic appeal and brighter teeth. Sensitivity Relief Seekers: Buy Colgate Sensitive Pro-Relief to reduce tooth sensitivity. Natural Product Seekers: Prefer Colgate Ved shakti or Colgate Herbal for ayurvedic or natural ingredients. Cavity Protection Seekers: Families with children prefer Colgate Strong Teeth for fluoride-based cavity protection. <p>MS: 1 mark each (1+1+1=3)</p> | 3 |
| Q.19. | <p>Explain any three major pricing strategies.</p> <p>MS: ½ mark title and ½ mark explanation (1+1+1 = 3)</p> <p>Ans: Market Penetration Pricing, Market Skimming Pricing, Differential Pricing, Geographic Pricing</p> | 3 |

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| | Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks) | Marks |
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| <p>Q.20.</p> | <p>A company named Fresh Sip Beverages noticed that many health-conscious customers were unhappy with regular soft drinks because of their high sugar content. Instead of just trying to push more of its old products through heavy advertising, Fresh Sip conducted surveys and focus group discussions to understand what people really wanted.</p> <p>Based on customer feedback, the company launched a new range of natural fruit-based drinks with no added sugar, available in eco-friendly bottles. They also introduced smaller, affordable packs for school students and office-goers. After the launch, the company regularly collected customer feedback to make improvements in flavor and packaging.</p> <p>From the above case:</p> <ol style="list-style-type: none"> a. Identify the marketing philosophy avoided by Fresh Sip. – Selling Concept b. Identify and explain in detail the marketing philosophy adopted by Fresh Sip – Marketing Concept <p>MS: a. 1 mark identify; b. 1 mark identify and 2 marks explain. (1 + 1 + 2 = 4)</p> | <p>4</p> |
| <p>Q.21.</p> | <p>An environmental scanning becomes very crucial as it enables a management to identify present and future opportunities which it can exploit, or threats and constraints which have to be tackled.</p> <p>In light of the above statement, give any four reasons stating the importance of environmental scanning for a firm.</p> <p>MS: ½ mark title point and ½ mark explanation (1+1+1+1 = 4) Student can write any 4</p> <ol style="list-style-type: none"> 1. Determining Opportunities 2. Identification of Threats 3. Sensitization of Management to Cope with Rapid Changes 4. Formulation of Strategies and Policies 5. Image Building 6. Continuous Learning 7. Giving Direction for Growth 8. Identifying Firm’s Strength and Weakness 9. Basis of strategy 10. Intellectual stimulation | <p>4</p> |
| <p>Q.22.</p> | <p>Explain the following types of targeting with a suitable example:</p> <ol style="list-style-type: none"> a. Mass Marketing Strategy b. Adjacent Segment Strategy <p>MS: 1 mark explanation and 1 mark for example (2+2 = 4)</p> | <p>4</p> |
| <p>Q.23.</p> | <p>Promotion represents the different methods of communication that are used by marketer to inform target audience about the product. It is an essential component of marketing as it can boost brand recognition and sales.</p> | <p>4</p> |

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| | <p>Keeping in view the above statement, explain the elements of promotion.</p> <p>MS: ½ mark title point, ½ mark explanation – (1+1+1+1 = 4) Ans: Advertising, Sales promotion, personal selling, public relations</p> | |
| Q.24. | <p>Riya, a college student, plans to buy a new smartphone. Her old phone often hangs and has poor battery life, so she decides it’s time for an upgrade. Since this is a high-involvement purchase, she spends time exploring her options. Riya recalls her past experiences with brands. She remembers that her previous phone was a Samsung, which worked well initially but slowed down later. She also recalls her brother’s iPhone performing smoothly for years. In order to make a proper decision she checks YouTube reviews, compares features on shopping websites, and asks her friends for opinions. She also visits an electronics store to see the models in person. After collecting all the details, Riya narrows her choices down to three brands: Samsung, OnePlus, and Apple. Each company’s advertisements and online content try to persuade her by highlighting unique features, offers, and after-sales service. This makes Riya confident and ready to make an informed purchase decision.</p> <p>From the above given case:</p> <ol style="list-style-type: none"> a. Identify the stage of Consumer Buying Process. – Information Search b. Explain in detail the next three immediate steps that Riya must take to complete the process. - Evaluation of Alternatives, Purchase Decision and Action, Post-Purchase Evaluation <p>MS: 1 mark to identify 1 mark each for steps – 1+1+1 = 3</p> | 4 |