



INDIAN SCHOOL AL WADI AL KABIR

DEPARTMENT OF COMMERCE

ASSESSMENT 1 -XI 2025-26

MARKETING (812)

Date: /09/2025

Time: 3 hours

Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This question paper contains **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	Marks
Q.1	Answer any 4 out of the given 6 questions on Employability Skills (1*4 = 4 Marks)	
i	Effective communication can happen if we follow the basic principles of professional communication skills. These can be abbreviated as _____. a. 5 C's b. 6 C's c. 3 C's d. 7 C's	1
ii	_____ are principles or standards of behaviour; one's judgement of what is important in life. a. Beliefs	1

	b.Values c.guidelines d.behavior	
iii	A person cannot wake up on time or is not able to cope up with pressure are examples of _____. a.Strengths b.Opportunities c.Threats d.Weakness	1
iv	Abbreviate NAPCC National Action Plan for Climate Change (NAPCC)	1
v	_____ is like a court for cases related to environmental protection, conservation of forests and other natural resources. a. SBA/SBM b. NGT c. both a and b d.NAPCC	1
vi	It is a set of behavioral or personal characteristics by which an individual is recognisable as a member of a group. Identify the concept discussed. a.Identity b.character c.responsibility d.none of the above	1
Q.2	Answer any 5 out of the given 7 Questions (1*5 = 5 Marks)	
i	_____ starts before the production of the goods and continues even after the selling of the products. a.Selling b.Producing c.Developing d.Marketing	1
ii	Abbreviate ETOP Environmental Threat and Opportunity Profile (ETOP)	1
iii	Customer Value = _____ - (minus) _____. Total Customer Benefits – Total Customer Costs	1

iv	<p>State whether the following statement is True or False:</p> <p>Search of alternatives and choice of strategy to deal with the environment are parts of image building process.</p> <p>FALSE</p>	1
v	<p>_____ are the independent individuals or organisations that directly help in the free flow of goods and services between marketing organisations and the customers.</p> <p>Marketing Intermediaries</p>	1
vi	<p>Marketers builds company's reputation by creating _____ of company in general public's eyes.</p> <p>a. Sales b. Image c. Logo d. None of above</p>	1
vii	<p>A cosmetics company launched a new herbal face cream. Instead of only advertising, the company sent salespersons to beauty stores and homes to demonstrate the product and answer customer queries. Many customers purchased the cream after the salesperson explained its natural ingredients and benefits. Which element of promotion is shown in the case?</p> <p>PERSONAL SELLING</p>	1
Q.3	Answer any 6 out of the given 7 Questions (1*6 = 6 Marks)	
i	<p>Needs are not invented by marketer rather the widely known academic model of needs was proposed by psychologist _____.</p> <p>a. Neil Patel b. Seth Godin c. Abraham Maslow d. Philip Kotler</p>	1
ii	<p>Organizations buying goods and services with a view to sell them to others for a profit are _____.</p> <p>Reseller market</p>	1
iii	<p>A smartphone company launched its new model with advanced camera features. To reach a large number of people, it released an attractive TV commercial and online ads highlighting the phone's high-quality photos. As a result, many customers became aware of the product. Which element of promotion is discussed above? ADVERTISING</p>	1
iv	<p>Titan Watches wants to sell its premium watch collection. Instead of selling in all stores, Titan chooses only certain authorized stores in cities and major towns. These stores meet the company's standards and provide a proper shopping experience. This helps Titan</p>	1

	<p>maintain its brand image while reaching customers effectively. Which type of distribution strategy is used in this case?</p> <p>a. Exclusive b. Extensive c. Intensive d. Selective</p>	
v	<p>_____ (1956) is considered to be father of market segmentation, who provided market segmentation as an alternative to differentiation.</p> <p>W. Smith</p>	1
vi	<p>The concept of positioning was articulated by <u>Al Ries</u> and <u>Jack Trout</u>.</p> <p>a. Michael Porter and Jack Trout b. Al Ries and Jack Trout c. Jack Trout and Theodore Levitt d. Al Ries and Theodore Levitt</p>	1
vii	<p>Physical positioning is done on the basis of physical product characteristics.</p>	1
Q.4	Answer any 5 out of the given 6 Questions (1* 5 = 5 Marks)	
i	<p>Wants backed by willingness and purchasing power is known as _____.</p> <p>a. demand b. needs c. wants d. supply</p>	1
ii	<p>_____ involves establishing and controlling the desired image in the minds of targeted customers.</p> <p>a. Strategy b. Segmentation c. Targetting d. Positioning</p>	1
iii	<p>Colgate Toothpaste is available in almost every grocery store, supermarket, pharmacy, and even small kiosks across the country. The company wants to make sure the product is easily available everywhere so that customers can buy it whenever they need it. Which type of distribution strategy is shown in the case?</p> <p>INTENSIVE</p>	1
iv	<p>In 4Cs concept, _____ is replaced by promotion.</p>	1

	a. Communication b. Customer c. Convenience d. Cost	
v	<p>A well-known electronics company launched a new smartwatch with unique health tracking features. At the time of launch, the company set a very high price because the product was new, innovative, and had no close competition. After a few months, when competitors introduced similar products, the company gradually reduced the price to attract more customers.</p> <p>Which pricing strategy is used in the above case?</p> <p>MARKET SKIMMING</p>	1
vi	<p>XYZ Foods Pvt. Ltd. planned to launch a new packaged snack in India. Before production, the company ensured that its labels complied with the Food Safety and Standards (FSSAI) regulations, including ingredients, expiry date, and nutritional information. The company also verified that it had the necessary business licenses and tax registrations. Which aspect of the business environment is highlighted in the case?</p> <p>A. Economic b. Legal c. Technological d. Political</p>	1
Q.5	Answer any 5 out of the 6 Questions (1 * 5 = 5 Marks)	
i	<p>The way in which the product is delivered to meet the customer's need refers to ____.</p> <p>a. New product concepts b. Selling c. Advertising d. Place or distribution decisions</p>	1
ii	<p>Production concept believes in ideology of 'mass <u>production</u> and mass <u>consumption</u>'.</p>	1
iii	<p>Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of:</p> <p>a. Pricing b. Distribution c. Product development d. Promotion</p>	1
iv	<p>If separate products and programmes are designed for different segments it is called ____.</p> <p>a. 'adjacent segment marketing' b. 'small segment marketing' c. 'large segment marketing' d. 'differentiated marketing'.</p>	1

v	 <p>Identify the promotional element from the above picture.</p> <p>a. Personal selling b. Sales Promotion c. Advertising d. Public Relations</p>	1
vi	<p>A power supplier, the segments may include domestic users, government users, commercial establishments, factories, occasional users, etc. The power supplier would serve all the segments at the same time. This strategy is known as _____ strategy.</p> <p>MULTI-SEGMENT STRATEGY</p>	1
Q.6	Answer any 5 out of the given 6 Questions (1*5 =5 Marks)	
i	<p>Increasing the features and quality you offer is a decision made by which marketing mix?</p> <p>a. Product b. Price c. Promotion d. Place</p>	1
ii	<p>A new company introduced a milk-based energy drink in the market. To attract customers quickly and capture a large share, it fixed the price lower than competing brands. Once a strong customer base was created and the product became popular, the company planned to gradually increase the price. Which pricing strategy is used in the above case?</p> <p>MARKET PENETRATION</p>	1
iii	<p>No market is totally _____ and to create meaningful segments, marketers must understand different purchase combinations that satisfy the need.</p> <p>a. Homogeneous b. Heterogeneous c. Homogeneous nor Heterogeneous d. none of the above</p>	1

iv	Endorsement by celebrities makes the differences. This is known as _____positioning. a.physical b.physical or perceptual c.perceptual d.both physical and perceptual	1
v	An expanded marketing mix for services was proposed by _____. a. Gregory b. Kotler c. Bitner d. Booms and Bitner	1
vi	All departments within an organization have the potential to positively or negatively impact firm's _____. a. policies b. weaknesses c. strengths d. objectives	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.		
Q.7	Explain the role of private agencies in supporting government policies and promoting a green economy. (Any 2 points) Role of private agencies The role of private agencies include following laws and policies made by the government. Making sure government policies are being followed by participating in government missions Reporting people or groups who break the law Educating people and creating awareness about green economy activities Providing information to the government and helping it implement green policies.	2
Q.8	List any(2) points highlighting the importance of Grooming. Grooming is important because it helps us to look neat and clean. feel confident about ourselves. make a good impression of ourselves on others including customers.	2
Q.9	BrightTech Pvt. Ltd. was developing a new mobile app. The project required coding, designing, marketing, and testing. Initially, each department worked separately, causing delays and misunderstandings. Later, the company formed a cross-functional team where designers, developers, and marketers collaborated. By working together, they finished the	2

	<p>project on time, resolved issues quickly, and created a better app. How did teamwork help BrightTech complete the project successfully? (Any 2 points)</p> <p>Everyone has a role to play in a team, so the pressure to succeed is not on one individual</p> <ul style="list-style-type: none"> • It helps you to have a support system, as all team members help to fix any mistake made by one team member • You feel good when the team achieves success and it builds your confidence • The work gets done faster 	
Q.10	<p>Briefly explain (any 2) out of the 3Ps of Public Speaking.</p> <p>3Ps of Public Speaking Prepare Think about your topic Think about what your listeners need to know about the topic Think about the best way to make your listeners understand your topic Write what you plan to say. Practice Practice by yourself first. Talk in front of a mirror Talk in front of your family and friends and ask them what they think Speak clearly, loudly and at the right speed (not very fast nor very slow) Perform Take a few deep breaths if you are feeling nervous Think about what you have prepared and start speaking confidently.</p>	2
Q.11	<p>Write a short note on Swachh Bharat Abhiyan (SBA) or Swachh Bharat Mission (SBM) or Clean India Mission</p> <p>This mission aims to clean up Indian cities, towns, and villages. One of its main aims is to achieve an Open-Defecation Free India by October 2, 2019, the 150th anniversary of the birth of Mahatma Gandhi, by constructing toilets across the country.</p>	2
	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	
Q.12	<p>One-hour photo has lost to digital photo camera, fax servicing has lost to e-mail, pager has lost to mobile phones, and STD booths have lost due to cheaper telecom services. Identify and state the concept discussed above.</p> <p>LARGE SEGMENT STRATEGY Large Segment Strategy: When a market is segmented and marketing resources are limited, the marketer may decide to pursue a large segment strategy. A mass market may be segmented say into three core segments. One of the segments, which is large enough and representing 50% or more of the market would be the centre of focus. We may also call it as the Single-segment marketing. It means to concentrate organisation's marketing efforts on a single segment.</p>	2
Q.13	<p>Define Business Environment as per W. Weimer</p> <p>According to M. Weimer, "Business environment is the climate or set of conditions - i.e., economic, social, legal, technological and political situations in which business activities are conducted".</p>	2
Q.14	<p>Green Harvest Agro Ltd. grows and supplies organic vegetables across the country. One year, unusually heavy rainfall and floods damaged many farms, reducing the supply of vegetables. As a result, the company had to increase prices and import vegetables from</p>	2

	<p>other regions to meet customer demand. Identify and state the aspect of the business environment is highlighted in this case?</p> <p>Natural or physical forces The natural environment is another important factor of the macro-environment. This includes the natural resources that a company uses as inputs that affect their marketing activities. The concern in this area is the shortages of raw materials, increased air pollution, noise pollution, land pollution, water pollution, and so on.</p>	
Q.15	<p>Define</p> <p>a. Micro Environment b. Macro Environment</p> <p>Micro environment consists of the elements or forces that influence marketing and business directly. It includes suppliers, customers, intermediaries, competitors and the general public. Macro environment includes demographics, economic forces, political and legal forces, socio-cultural and technological forces, which are beyond the control of firm and affect business indirectly. The firm analyzes these environmental forces also, while taking various decisions in marketing.</p>	2
Q.16	<p>State the two bases for Positioning</p> <p>Positioning or differentiation can be done through Physical Positioning and Perceptual Positioning. Physical positioning is done on the basis of physical product characteristics. But every customer doesn't understand the features and buys the product on the basis of what it does rather than what it is. Endorsement by celebrities makes the differences. This all is known as perceptual positioning. A marketer has to create both physical and perceptual differences.</p>	2
Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)		
Q.17	<p>Explain any(3) features of the Marketing Mix</p> <p>1. Interdependent variables The marketing mix is made up of four unique variables product, price, place and promotion. These four variables are interdependent and need to be aligned.</p> <p>2. Help Achieve Marketing Targets The company aims to achieve its marketing targets such as sales, profits, customer retention and satisfaction through the use of these variables.</p> <p>3. Flexible Concept The marketing mix is a dynamic concept and the focus on any one variable may be either increased or decreased on the basis of existing marketing conditions and customer requirements</p> <p>4. Constant Monitoring It is necessary to keep continuous watch on the changing trends and requirements, within the company as well as in the market to ensure that the marketing mix elements stay relevant and useful.</p> <p>5. Customer as a focal point The customer is the focal point of all marketing activity. The value of the product is determined by customer perception and the goal is to achieve a satisfied and loyal customer.</p>	3

<p>Q.18</p>	<p>Marketing plays an important role to the marketer, customers and society, Explain the importance to the Marketers. (Any 3)</p> <p>1.Marketing Promotes Product Awareness to the Public:</p> <p>It is important that public awareness of product and company information is spread to the buying public, this is possible if heavy advertising, sales promotion, personal selling, direct marketing is done for creating awareness.</p> <p>2. Marketing Helps in Enhancing Product Sales</p> <p>Once the public learns your product through TV advertisements, radio commercials, newspaper ads, online ads etc, it will generate sales. More the people know a product or a service; more interested they would be in buying the products.</p> <p>3. Marketing Builds Company Reputation</p> <p>This is done so that consumers can easily associate the brand name with the images, logo, or caption that they hear and see in the advertisements.</p>	<p>3</p>
<p>Q.19</p>	<p>Tech World Ltd. sells smartphones in a highly competitive market. It faces competition from:</p> <ul style="list-style-type: none"> • Apple and Samsung, which offer premium smartphones with advanced features. • Xiaomi and Realme, which provide mid-range smartphones at affordable prices. • Generic or local brands, which sell basic phones at very low prices. <p>The marketing manager wants to analyze the competition to develop better strategies for TechWorld. Explain the three (3) types of competition.</p> <p>Three types of competition</p> <p>There are three types of competition:</p> <p>(a) Competition from similar products-The most direct form of competition occurs amongst marketers of similar products.</p> <p>b) Competition from substitute products-The second type of competition involves products that can be substituted for one-another.</p> <p>c) Competition amongst all firms- Modern marketers accept the argument that all firms compete for a limited amount of market share.</p>	<p>3</p>
	<p>Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)</p>	
<p>Q.20</p>	<p>State the Selection Criteria/factors for Targeting (any 4)</p> <ol style="list-style-type: none"> 1. Existing market share and market homogeneity 2. Existing product expertise 	<p>4</p>

	3. Likelihood of production and marketing scale economies 4. Nature of competitive environment 5. The forces of marketing environment and marketing trends 6. Capability and ease of matching customer needs 7. Segment attractiveness in terms of size, structure, and growth 8. Available corporate resources 9. Anticipated profitability and market share	
Q.21	<p>Explain the 4C'S - consumer-oriented model of marketing mix.</p> <p>a) Consumer - In this model the Product is replaced by Consumer. Marketers focus more on the needs, wants and demands of consumer. The product is designed and produced considering the requirements of consumer.</p> <p>b) Cost - Price is replaced by Cost. The cost refers to the total cost of owning a product. It includes cost to use the product, cost to change the product, and cost of not choosing the competitor's product.</p> <p>c) Communication - Promotion is replaced by Communication. According to Lauterborn promotion is manipulative while communication is cooperative. Communication includes advertising, public relation, personal selling, and any method that can be used to encourage proper, timely, and accurate communication between marketer and consumer.</p> <p>d) Convenience - Place is replaced by Convenience. It focuses on the convenience in getting product information, convenience in reaching to the store/product, and ease of buying.</p>	4
Q.22	<p>BoostUp Beverages Pvt. Ltd. plans to launch a new energy drink targeted at young adults and fitness enthusiasts. The marketing team has already:</p> <ol style="list-style-type: none"> 1. Identified relevant competitive products such as Red Bull, Monster, and Sting in the energy drink market. 2. Identified determinant attributes like taste, energy boost, price, and packaging that define the “product space.” 3. Collected information from a sample of potential customers about their perceptions of each energy drink on these attributes. 4. Determined the current position of existing products in the product space and assessed their popularity and intensity of preference. <p>Explain the remaining steps (5 to 8) of the Positioning Process.</p> <p>5. Determine customers’ most preferred combination of determinant attributes.</p> <p>6. Examine the fit between preferences of market segments and current position of product (market positioning)</p> <p>7. Identify positions where additional new products might be placed.</p> <p>8. Write positioning statement or value proposition statement of value proposition to guide development and implementation of market strategy</p>	4
Q.23	<p>List the steps involved in Positioning Process</p> <ol style="list-style-type: none"> 1. Identify relevant set of competitive products serving a target market 2. Identify the set of determinant attributes that define the “product space” in which 	4

	<p>positions of current offerings are located.</p> <ol style="list-style-type: none"> 3. Collect information from a sample of customers and potential customers about perceptions of each product on the determinant attributes 4. Determine product's current location (positioning) in the product space and intensity thereof 5. Determine customers' most preferred combination of determinant attributes. 6. Examine the fit between preferences of market segments and current position of product (market positioning) 7. Identify positions where additional new products might be placed. 8. Write positioning statement or value proposition statement of value proposition to guide development and implementation of market strategy 	
Q.24	<p>Explain the following pricing strategies:</p> <ol style="list-style-type: none"> 1. Market Penetration Pricing 2. Market Skimming Pricing 3. Differential Pricing 4. Geographic Pricing <p>a) <u>Market Penetration Pricing:</u> The objective of penetration price strategy is to gain a foothold in a highly competitive market. The firm prices its product lower than the others in competition to achieve an early breakeven point and to maximise profits in a shorter time span or seek profits from a niche.</p> <p>b) <u>Market Skimming Pricing:</u> Most commonly used strategy and refers to a firm's desire to skim the market by selling at a premium price.</p> <p>c) <u>Differential Pricing:</u> It involves in a firm differentiate its price across different market segments.</p> <p>d) <u>Geographic Pricing:</u> It seeks to exploit economies of scale by pricing the product below the competitor's in one market and adopting a penetration strategy in another.</p>	4