



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	Part I - Subject Specific Skills
A.Y. 2025 - 26	Chapter 4: FUNDAMENTALS OF MARKETING MIX

Q.No.	OBJECTIVE TYPE QUESTIONS
1	Which of the following is NOT one of the original 4Ps of the marketing mix? a) Product b) Price c) People d) Place
2	Which element of the marketing mix involves deciding how and where a product will be sold? a) Product b) Place c) Promotion d) Price
3	What does the 'C' in the 4C's model stand for when replacing 'Product'? a) Cost b) Consumer c) Communication d) Convenience
4	Why is it important to review the marketing mix regularly? a) To increase product price b) To adapt to changing market conditions c) To reduce the number of products d) To ignore customer feedback
5	What is the main goal of the marketing mix? a) To increase production costs b) To focus on customer satisfaction c) To reduce promotion d) To avoid competition
6	The marketing mix consists of _____. a) Product, physical evidence, place, process b) Process, price, place, packaging c) People, process, place, promotion

	d) Product, place, promotion, price
7	<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>
8	<p>Design is a _____ decision.</p> <p>a) Product b) Price c) Promotion d) Place</p>
9	<p>Giving retailer an incentive to sell your product/service is the responsibility of which marketing mix?</p> <p>a) Product b) Price c) Promotion d) Place</p>
10	<p>The term "marketing mix" describes:</p> <p>a) A composite analysis of all environmental factors inside and outside the firm b) A series of business decisions that aid in selling a product c) The relationship between a firm's marketing strengths and its business weaknesses d) A blending of four strategic elements to satisfy specific target markets</p>
DESCRIPTIVE TYPE QUESTIONS	
1	<p>EvoLux Footwear Pvt. Ltd. is a company that manufactures high-end sports and casual footwear. To protect its brand image and ensure that customers receive expert guidance during purchase, EvoLux does not sell its products through every available retail store. Instead, it adopts this strategy—choosing only specific, reputed outlets in major cities, such as branded multi-brand stores and exclusive showrooms.</p> <p>The company believes that this approach helps maintain its premium brand positioning and allows better control over how its products are marketed, displayed, and sold. EvoLux's marketing team ensures that only trained sales professionals handle their products, and all stores meet set visual merchandising standards.</p> <p>However, some retail partners outside this network are requesting to stock EvoLux products, citing growing demand.</p> <p>Identify and explain the type of distribution strategy used by EvoLux Footwear.</p>
2	<p>Fresh Glow Organics, a company that manufactures natural skincare products, noticed a dip in its sales during the monsoon season. To revive interest and attract more customers, the marketing team introduced a promotional technique for the month of August.</p>

	<p>The campaign included “Buy 1 Get 1 Free” offers, free trial packs at select outlets, and scratch cards with every purchase offering prizes like spa vouchers, gift hampers, and discount coupons. The company also advertised the campaign through social media and in-store banners to ensure visibility.</p> <p>As a result, footfall increased in their stores and online orders doubled during the promotional period.</p> <p>Q1. Identify the promotional strategy used by Fresh Glow Organics.</p> <p>Q2. Mention any two sales promotion tools used by the company in this case.</p> <p>Q3. Differentiate between sales promotion and advertising based on the case.</p>
3	<p>TechNova Mobiles, a new entrant in the smartphone industry, recently launched its latest model, Nova X1, in the Indian market. The phone offers high-end features such as AI-powered cameras, fast charging, and AMOLED display—comparable to leading brands—but at a significantly lower price.</p> <p>This pricing move surprised many in the industry. While other brands with similar features are priced at ₹25,000 and above, TechNova priced the Nova X1 at just ₹16,999. The company’s goal is to enter the competitive smartphone market, attract price-sensitive customers, and quickly capture market share.</p> <p>TechNova believes this strategy will help them reach their break-even point early and earn profits sooner by scaling up sales volume. Their campaign is focused on value-for-money messaging to appeal to the masses.</p> <p>Q1. Identify and name the pricing strategy used by TechNova Mobiles.</p> <p>Q2. What is the main objective of using market penetration pricing?</p>
4	Explain the 4 C’s of marketing mix
5	What are the steps involved in developing a marketing mix?
6	<p>AstraTech Pvt. Ltd., a leading electronics company, launched its new premium smartphone model "Astra X Pro" with cutting-edge features like satellite connectivity, enhanced AI processing, and ultra-fast wireless charging.</p> <p>To maintain an exclusive image and maximize profits from early adopters, the company priced the Astra X Pro at ₹89,999, significantly higher than most smartphones in the market. AstraTech believes that tech-savvy and status-conscious customers will be willing to pay a premium to be among the first to own the product.</p> <p>The company plans to lower the price gradually over time as demand from the high-end market slows down, and to reach a wider audience later.</p> <p>Q1. Identify the pricing strategy used by AstraTech for the Astra X Pro.</p> <p>Q2. What is the main aim of market skimming pricing?</p>
7	SkyWaves Airlines, a domestic airline company in India, adopts a differential pricing strategy for its air tickets. For the same flight and class, ticket prices vary depending on

	<p>when the customer books the ticket, the demand for the flight, and customer segments such as students, senior citizens, and corporate travelers.</p> <p>For example, a ticket booked one month in advance may cost ₹3,500, while the same ticket booked a day before the flight may cost ₹6,800. Students and senior citizens also receive discounted fares as part of special pricing schemes. The airline uses this strategy to maximize revenue and cater to different customer needs without changing the core product.</p> <p>Q1. Identify the pricing strategy used by SkyWaves Airlines.</p>
8	<p>NeoTech Industries is a diversified company that manufactures both personal care products and mechanical components. Recently, the company launched a new range of herbal shampoos and soaps under the brand "NeoPure", targeting urban households. These products are widely available in retail stores and online platforms for individual use.</p> <p>At the same time, NeoTech received a large order from an automobile company for customised nuts, bolts, and engine components to be used in the manufacturing of vehicles. These products are not sold to the general public but are made to supply to industrial clients as part of their production process.</p> <p>Q1. Identify the two categories of goods produced by NeoTech Industries in the case above.</p> <p>Q2. What are consumer goods? Give one example from the case.</p> <p>Q3. Define industrial goods and give one example from the case.</p>
9	<p>What is meant by Marketing Mix? Describe the four components of marketing mix.</p>
10	<p>Which element of the promotion mix is being referred to in the following statements?</p> <p>(a) A short-term incentive to encourage trial or purchase of a new product.</p> <p>(b) It does not cost money but may involve huge amount of time and effort by the marketer</p> <p>(c) It is an informal communication about the benefits of the product by satisfied customers and ordinary individuals</p> <p>(d) The tools include Press Conference, publications and news.</p> <p>(e) It is a paid form of non-personal communication by an identified sponsor.</p> <p>(f) It is done through popular audio visual and print media</p> <p>(g) A direct display of the product to the consumers or prospective buyers.</p>