



INDIAN SCHOOL AL WADI AL KABIR

SAMPLE PAPER - 1

SUB: Marketing (812)

Class: XI

Maximum Marks: 60

General Instructions: -

- 1) All questions in both the sections are compulsory.
- 2) Marks for questions are indicated each.
- 3) All parts of a question should be answered at one place.

SECTION A: EMPLOYABILITY SKILLS (10 MARKS)

Q. No.	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	Marks
1	Select the Aggressive Communication method from the choices and see if you can identify the other methods of communication. In class _____ a. I'm too afraid to raise my hand even though I know the answer. b. I shout the answer because I always know them and no one else ever does. c. I know the answer but never participate and then get angry at other people who do. d. I raise my hand when I know the answer and give others the opportunity to do the same.	1
2	_____ is the habit or practice of keeping ourselves clean a. Time Management b. Personal hygiene c. Team work d. Grooming	1
3	Which of the following stakeholders makes policies for a green economy? a. Non-government organizations b. Scientific community c. Government d. Private sector	1
4	Green economy clearly works on the principle of _____ a. Demand and Supply b. Principle of Money c. Purchasing Power	1

	d. Direct Taxes	
5	State whether the following statement is True or False Entrepreneurship and business are exactly the same thing.	1
6	Gupta Pharmacy sells medicines produced or manufactured by different pharmaceutical companies. Identify the type of business.	1

	Answer any 3 questions out of the given 5 questions of 2 marks each: (2 X 3=6)	Marks
7.	<p>Brenda is a Marketing Intern at ABC Corps. Her team members think of her as a reliable and trustworthy person since she is always available to share their work load. You ever ask Brenda to do somethings and she will reply, "Sure I'll get on it." and even gets the job done efficiently.</p> <p>Brenda is so supportive to her colleagues that she even skips her own lunches, social events to stay back and complete the work on behalf of them. But deep-down Brenda feels like her colleagues are always pushing their work on her head. She feels frustrated annoyed, and victimized. You're angry, yet she keeps rationalizing that she has "done the right thing."</p> <p>Identify the Communication style adopted by Brenda. Explain in detail to support your answer</p>	2
8.	<p>Jayant, Hema and Neerja are asked to work on an important project as a team. The project was assigned to them since they had been capable employees in the organization. The manager clearly informed them that they had only 10 days to complete the task. Hema and Neerja have been working tirelessly on the project since it is very important for the firm. However, Jayant knew that Hema and Neerja will complete the task efficiently and on time. Therefore, Jayant did not put in much efforts.</p> <p>Also, he did not show much interest in completing the task assigned. Finally, the day of submission arrived. The team submitted their project and the manager was impressed by the team. Hema and Neerja were praised for their work and so was Jayant.</p> <p>A. From the above scenario identify the factor which influenced Jayant to not contribute to his team work.</p> <p>B. In fifteen words explain the identified factor.</p>	2
9.	Discuss any two types of business activities.	2
10.	Mukul Chhabra created an app called Scrap Uncle. The app focused on solving the problem created due to increasing number of electronic junk and other wastes. He started the app with the sole purpose of helping people to declutter.	2

	<p>In order to do so, he conducted a thorough survey of his target market. He established a good network among the usual scrap dealers or kabadiwalas in order to understand the working of their market rates. When he approached people for investment, they would laugh at his business idea and even make fun of him for playing with trash.</p> <p>However, Mukul did not let this affect him. He let some of the scrap dealers live with him in his own apartment to understand their business more closely in order to learn the ropes.</p> <p>He finally was able to create a business worth Rs. 6 cr. And helped other scrap dealers earn the respect and dignity they deserve.</p> <p>Read Mukul's story and identify which actions and values made her better than others?</p>	
11.	<p>Shubda was a food vendor in Mumbai. She was well known in the market for always selling fresh food. She used to wake up every morning at 3 am to get there. However, during summers, a lot of her leftover food used to get wasted at the end of the day. To stop this wastage, she started selling the stale food.</p> <p>This earned her a bad name in the market and people stopped going to her shop. She then came-up with an idea! Food home-delivery services — people could order the type and quantity of food they wanted a day before, and Shubda would cook exactly that much and deliver it fresh to their house.</p> <p>Now her customers do not have to go through the inconvenience of commuting to the market and thus can have the food delivered at their doorstep. All they have to do is call Shubda on her mobile phone and place an order.</p> <p>From the above scenario can we say that Shubda is an entrepreneur? Give reasons for your answer</p>	2

PART B: SUBJECT SKILLS (50 MARKS)

	Answer any 10 out of the given 12 questions (1 x 10 = 10 marks)	Marks
12	<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
13	<p>Marketing is a core business discipline it covers_____.</p> <p>a. Advertising b. Promotions c. Public relations d. All the above</p>	1

14	<p>If the customers expect some variations in the product offered by the firm, or price is high/ low for the target customers or the current medium of advertisement is not effective enough, the firm is quite free switch over to required changes.</p> <p>The factors mentioned in the above situation are controllable factors. State whether this statement is True or False.</p>	1
15	<p>It refers to external forces that are part of the larger society and so are beyond the control of firm's management.</p> <p>Identify the concept</p>	1
16	<p>Which one of the following statements does not form part of effective positioning strategy?</p> <ol style="list-style-type: none"> Choosing a price strategy Determining target customers' needs Determining what is value to the target customers Developing products with numerous product differences compared with competing brands 	1
17	<p>Which of the following characteristics do not match with benefit segmentation?</p> <ol style="list-style-type: none"> it is based upon measuring consumer value systems it relies on descriptive factors it seeks to identify distinct consumer needs it relies on casual factors 	1
18	<p>The way in which the product is delivered to meet the customer's need refers to: -</p> <ol style="list-style-type: none"> New product concepts Selling Advertising Place or distribution decisions 	1
19	<p>Branding is a _____ decision</p> <ol style="list-style-type: none"> Product Price Promotion Place 	1
20	<p>Consumer is the person who purchases the product but may not directly consume it.</p> <p>State whether the given statement is True or False</p>	1
21	<p>Consumers experience some post purchase anxieties, called _____</p> <ol style="list-style-type: none"> Final decision Buying decision Cognitive dissonance None of the above 	1
22	<p>The public comes to know about the product of the company through _____.</p> <ol style="list-style-type: none"> Newspaper Radio Online All the above 	1

23	The number of brands that a consumer actually considers in making a purchase decision is known as the _____ a. Evoked Set b. Cognitive Dissonance c. Buying Decision d. Final Purchase decision	1
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	Answer any 5 out of the given 7 questions in 20 – 30 words each (5 x 2 = 10 marks)	Marks
24	What is marketing?	2
25	What is demography?	2
26	When Kurkure was launched in 1999, the tagline was “Kya Kare in control nahin hota”; in 2003 the tagline was – “Masti bole to Kurkure”; in 2008 it was - “Tedha Hai Par Mera Hai”; and in 2012 it is – “Seedha toh sadha hota, isliye Kurkure kehta hai try tedha yaar”. What positioning do taglines indicate?	2
27	What are the two types of Marketing Mix?	2
28	Define Marketing Mix according to Philip Kotler.	2
29	What is meant by consumer behaviour?	2
30	What is the goal of studying consumer behaviour?	2

	Answer any 5 out of the given 7 questions in 50– 80 words each (5 x 3 = 15 marks)	Marks
31	Marketing is not merely limited to selling of products and services. Elaborate	3
32	How does an industrial conflict caused by labour unrest affect a firm’s productivity?	3
33	Write short note on Behavioural Segmentation.	3
34	Discuss the first three steps involved in developing a marketing mix	3
35	What is marketing mix? Describe the place component of marketing mix.	3
36	What are the constituents of Consumer Behaviour?	3
37	Explain various social factors which influence consumer behaviour in a society.	3

	Answer any 3 questions out of the given 5 questions of 5 marks each: (3 x 5 = 15)	Marks
38	Differentiate between product concept and production concept	5
39	Explain the steps in target market selection.	5
40	<p>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. In order to make its brand a household name it has launched exciting and innovative campaigns that denote the various qualities of its products like the flavour and exclusive taste. 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 has 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.</p> <p>a. The above scenario relates to which fundamental of marketing mix b. Define the identified concept</p>	5
41	<p>Lulu Hypermarket has been a sort after shopping Centre for expats and locals residing in Oman. In order to increase the footfall Lulu introduced the promotional offer wherein if the customer shops for 20 OMR he/she would receive 10 OMR worth gift voucher to shop for more clothes, accessories and shoes. However, Nesto Hypermarket a rival of Lulu's too came up with a similar promotional offer. Nesto managed to attract customers from around its locality to visit their stores rather than Lulu.</p> <p>Answer the following questions based on the case study given above: a. Identify the type of competition. b. Give reasons to support the identified type of competition</p>	5
42	Describe the various stages of the consumer decision making process	5