



INDIAN SCHOOLAL WADI AL KABIR

Class: XI	Department: Commerce
Chapter 5 – OTQ & DTQ Objective & Descriptive Type Questions	Topic: Concept of Market

Q. No.	OBJECTIVE TYPE QUESTIONS
1	_____ are known as secondary or external forces of market environment. a. Macro environment b. Primary forces c. Internal forces d. Micro environment
2	Assertion and Reasoning: Choose the correct answer using the options: Assertion: E-Business requires both the buyer and seller to meet in person. Reason :Online transactions do not need a physical meeting between parties. a. Both Assertion and Reason are true, and Reason is the correct explanation of Assertion. b. Both Assertion and Reason are true, but Reason is NOT the correct explanation of Assertion. c. Assertion is true, but Reason is false. d. Assertion is false, but Reason is true.
3	Which of the following best describes a key consumer behavior factor that influences the marketing mix? a. Financial strength of wholesalers b. Government price controls c. Purchasing power and living habits d. Competitive market practices
4	The word “market” is derived from the Latin word ‘_____’ meaning merchandise, ware, traffic, trade or a place where business is conducted. a. marketus b. marceetus c. marcatus d. market
5	Before finalizing the price, the entrepreneur must work out in detail the following factors except a. Cost of the product b. Demand for the product c. Government regulations related to packaging

	d. Consumer behaviour														
6	<p>Who believed our opponent is our helper?</p> <p>a. Edmund Burke b. Jeff Bezos c. Michael Dell d. Darren</p>														
7	_____ the American marketing expert coined the expression 'Marketing Mix'.														
8	_____ of Harvard Business School popularized the concept of the marketing mix.														
9	<p>In terms of competitor behavior analysis, which combination of factors is most essential for marketing mix decisions?</p> <p>a. Product regulations and price controls b. Dealer motivation and financial capacity c. Size, strength, and number of competing units d. Consumer attitudes and preferences</p>														
10	<p>What is the primary relationship between price and sales volume?</p> <p>a. They operate independently of each other b. Sales volume directly determines price c. Price has no impact on sales volume d. Sales volume is dependent on pricing decisions</p>														
11	<p>A buyer buys more during the boom than in recession. His buying behaviour is being affected by which external factor?</p> <p>a. Economic factor b. Political factor & Economic factor c. Technological factor d. Social factor</p>														
12	<p>Match each method in Column A with its correct description in Column B.</p> <table border="1"> <thead> <tr> <th>Column A</th><th>Column B</th></tr> </thead> <tbody> <tr> <td>(i) Personal interviews</td><td>A. Interview is conducted using internet platforms or chat/video calls</td></tr> <tr> <td>(ii) Telephonic interviews</td><td>B. Respondents answer questions sent and returned by postal service</td></tr> <tr> <td>(iii) Direct mail interviews</td><td>C. Questions and answers are exchanged through fax or email</td></tr> <tr> <td>(iv) Fax/E-mail interviews</td><td>D. Questions are asked and answered directly over the phone</td></tr> <tr> <td>(v) Online interviews</td><td>E. Interview is conducted face-to-face</td></tr> <tr> <td>(vi) Questionnaire Development</td><td>F. Preparing a list of questions to gather required information</td></tr> </tbody> </table>	Column A	Column B	(i) Personal interviews	A. Interview is conducted using internet platforms or chat/video calls	(ii) Telephonic interviews	B. Respondents answer questions sent and returned by postal service	(iii) Direct mail interviews	C. Questions and answers are exchanged through fax or email	(iv) Fax/E-mail interviews	D. Questions are asked and answered directly over the phone	(v) Online interviews	E. Interview is conducted face-to-face	(vi) Questionnaire Development	F. Preparing a list of questions to gather required information
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Q.No.	DESCRIPTIVE TYPE QUESTIONS
1	<p>Riya wants to launch a new brand of organic snacks in her city. Before starting her business, she decides to conduct a market survey. She follows four main steps: planning the survey, conducting field work, analyzing the data, and making a report. Riya is careful at each stage to follow the right procedures and involve her team for the best results.</p> <ol style="list-style-type: none"> Planning the Survey: Riya and her team want to find out which age group is most interested in organic snacks. They decide to use a sampling method instead of a census survey. <ol style="list-style-type: none"> What should be Riya's first step in planning her survey? Why might Riya choose sampling over a census survey? Field Work: Riya recruits a team of college students to collect survey responses at various supermarkets in the city. She provides them with training and checks in on their progress each day. <ol style="list-style-type: none"> Why is it important for Riya to train her investigators before they begin field work? List two ways Riya can ensure her data collection is reliable. Analysis and Interpretation of Data: After collecting all the surveys, Riya uses a software program to tabulate and analyze the data. <ol style="list-style-type: none"> What are some important steps Riya should take when analyzing the survey data? What should Riya do if she finds the data analysis difficult? Report Making: Riya prepares a final report summarizing the findings and makes recommendations for her business launch. <ol style="list-style-type: none"> Why is the report an important step in the market survey process? What should Riya include in her final report?
2	<p>Anya is planning to launch a new line of eco-friendly water bottles. She wants to create a strong marketing strategy using the four elements of the marketing mix: Product, Price, Place, and Promotion. Anya needs to make several decisions about her product's features, how she will price it, where she will sell it, and how she will promote it to customers.</p> <ol style="list-style-type: none"> Product Mix: Anya wants her water bottles to stand out in the market. She is considering different colors, sizes, and features like leak-proof lids and built-in filters. <ol style="list-style-type: none"> Why is it important for Anya to carefully consider the dimensions of her product? Name two product dimensions Anya should focus on for her eco-friendly water bottles. Price Mix: Anya knows that setting the right price is crucial for attracting customers and earning profits. She researches the prices of similar bottles in the market before deciding on her own pricing strategy. <ol style="list-style-type: none"> How can pricing affect the success of Anya's product in the market? What might happen if Anya sets her price too high or too low? Place Mix: Anya is deciding where to sell her water bottles. She is choosing between selling online, in sports stores, and in supermarkets. <ol style="list-style-type: none"> Why is the choice of place (distribution channel) important in the marketing mix? Suggest one advantage of selling her bottles online. Promotion Mix: To create awareness, Anya plans to use social media, offer discounts, and participate in eco-friendly events.

	<p>a) How can promotion help Anya's new product succeed?</p> <p>b) Name one promotional method that would be effective for her target market.</p>
3	<p>"GlowCare Ltd." is a company that manufactures herbal skincare products. The company is facing stiff competition in the market as many new brands are launching similar products. To increase its sales, GlowCare appoints trained sales representatives who directly meet prospective customers in malls and beauty stores. These representatives explain the benefits of GlowCare products, give free skin tests, and recommend suitable products according to the customer's skin type. They also maintain a cordial relationship with customers and assure them of the company's service.</p> <p>Identify and explain the element of the promotion mix being used by GlowCare Ltd. in the above case.</p>
4	<p>"PureSip Ltd." is a company manufacturing packaged mineral water bottles. The company operates in a highly competitive market where several brands are already established. Recently, PureSip revised its pricing strategy. It reduced the price of its 1-litre bottle slightly below the competitors' price, while maintaining high quality. This helped the company to attract customers who were earlier loyal to other brands.</p> <p>With an increase in sales volume, the company's total revenue also improved significantly. The management realised that their pricing decision not only gave them a strong edge over competition but also helped them maintain steady profits in the long run.</p> <p>Later, PureSip decided to expand to new cities and rural markets by keeping affordable prices for weaker sections of society. By doing so, the company ensured deeper market penetration and long-term growth.</p> <ol style="list-style-type: none"> 1. Identify and explain any three points highlighting the importance of pricing from the above case. 2. Which pricing objective did PureSip achieve by reducing the price of its bottle slightly below the competitors?
5	<p>"HealthyBite Foods Pvt. Ltd." manufactures a range of organic ready-to-eat meals. The company is planning to launch its products in new metro cities and semi-urban markets. Before finalizing its marketing mix, the management studied various factors:</p> <ul style="list-style-type: none"> • They observed that metro city consumers prefer convenience foods due to busy lifestyles, while semi-urban consumers are more price-conscious. They also analysed the purchasing power and taste preferences of both groups. • The company interacted with wholesalers and retailers. Some dealers were highly motivated to stock organic food products, but they expected higher margins. The company had to consider the financial strength and attitude of dealers before finalizing its distribution strategy. • The management also noted that several competitors, both big and small, were already selling similar organic foods. They studied the size, strength, and pricing practices of competitors to decide their own competitive pricing and promotion strategy. • Finally, they also had to comply with government regulations regarding food safety standards, labelling, and advertising claims.

	Identify and explain any two factors of consumers' behaviour affecting HealthyBite's marketing mix decisions.
6	<p>"EcoWear Pvt. Ltd." is a company that manufactures clothes made from recycled fabric and natural dyes. Recently, a leading national newspaper published a full-page story about the company under the headline "<i>Young Entrepreneurs Bringing a Green Revolution in Fashion</i>". The article highlighted the company's efforts in protecting the environment, employing rural artisans, and creating eco-friendly fashion. The company did not pay for this coverage, but the story gained a lot of public attention. Soon after, EcoWear witnessed a rise in sales and more people started recognizing its brand.</p> <p>Identify and explain the element of promotion mix highlighted in the above case.</p>
7	<p>"TechNova Appliances Ltd." has recently developed a new smart cooking appliance called <i>ChefMate Pro</i>, which can automatically chop, cook, and steam food using AI-based technology. Since it is a new product in the market, the company wants people to actually see how it works before buying. To promote it, TechNova sets up stalls at a popular International Trade Fair and various food exhibitions. At the stalls, trained staff members give live demonstrations showing how quickly and easily the appliance prepares healthy meals. Visitors are allowed to taste the food cooked in the appliance and ask questions about its working.</p> <ol style="list-style-type: none"> 1. Identify and explain the element of promotion mix used by TechNova in the above case. 2. How does this element help the company in promoting a new product?
8	"Buy one get one free" is an example of one of the techniques of Promotion Mix. Name the technique. Explain any two other techniques of promotion mix.
9	Differentiate between E-Business and E-Commerce on the basis of meaning and scope
10	<p>"FreshSip Beverages Pvt. Ltd." has recently launched a new fruit-based energy drink named ZestUp. Since the product is new, the company wants to reach a large number of people across different regions quickly. For this, it prepares attractive advertisements highlighting the drink's unique features, such as being 100% natural, sugar-free, and rich in vitamins. These ads are telecasted on popular TV channels, streamed on YouTube, and also displayed on billboards in busy marketplaces. The advertisements aim to inform people about the product and persuade them to try it.</p> <p>Identify and explain the element of promotion mix used by the company in the above case.</p>