



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
A.Y: 2026 - 27	Chapter 4: Fundamentals of Marketing

Qt no.	OBJECTIVE TYPE QUESTIONS
1	According to the 4Ps model, which element involves decisions regarding advertising, personal selling, and packaging? a. Product b. Price c. Promotion d. Place
2	In the context of the 4Cs model, which 'C' serves as the customer-driven replacement for the 'Place' element of the 4Ps? a. Cost b. Convenience c. Communication d. Consumer
3	Which of the following is a unique characteristic of the Service Marketing Mix that distinguishes it from the Product Marketing Mix? a. Physical Evidence b. Distribution Channels c. Promotional Media d. Pricing Structure
4	A marketing manager at a tech firm notices that customer tastes are shifting toward eco-friendly packaging. To remain relevant, the manager alters the product's design. This scenario best illustrates which feature of the marketing mix? a. It is a static concept b. It is a flexible and dynamic concept c. It is only applicable to industrial goods d. It is independent of external environmental changes
5	When developing a marketing mix, a manager conducts focus groups to identify a 'unique feature' that offers value to consumers. Which step of the development process does this represent? a. Understanding the competition b. Evaluating options of place c. Defining the product's unique offering d. Finalizing the communication strategy
6	'Fresh Bites', a new organic salad delivery startup, ensures their salads are delivered within 30 minutes of ordering via a mobile app. They focus heavily on the ease with which a customer can receive the product. Which element of the 4Cs model is Fresh Bites primarily addressing? a. Cost to the user b. Communication c. Convenience

	d. Commodity
7	Tasty Treats wants to introduce its cookies into a crowded market. They have decided to set the price of their cookies lower than other brands. This helps them quickly break even and start making profits faster. By offering tasty cookies at a lower price, they can attract more customers. Eventually, lower price will help them to capture a bigger market share or increase it once they establish themselves. Identify the pricing strategy adopted by Tasty Treats in the above example.
8	A luxury hotel chain focuses on the training of its front-desk staff and the specific sequence of actions taken from a guest's check-in to check-out to ensure a seamless experience. In the 7Ps framework, these focus areas represent: a. Product and Price b. People and Process c. Promotion and Place d. Physical Evidence and Product
9	I am a set of strategies which a multi-product firms usually adopt. Who am I?
10	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. Identify the distribution strategy mentioned above.
	DESCRIPTIVE TYPE QUESTIONS
1	A company spends heavily on attractive advertisements but customers complain that the product quality is poor. Which statement best explains the situation? a. Promotion alone is sufficient for business success. b. Marketing mix elements should work together. c. High advertising always increases customer satisfaction. d. Price is the only important marketing decision.
2	Famous youtubers Logan Paul and KSI launched a sports drink Prime. They selected only one or two branches of Aldi chain of stores to sell its exclusive drinks. By partnering with Aldi, Prime created a hype for itself. Many customers flocked to Aldi stores to get their own bottle of Prime. Identify and explain the distribution strategy mentioned above.
3	Yoko Sports decides to sell their shoes in popular sports stores like "Zone 180" "Bata" and "Decathlon." By selecting these specific stores, Yoko Sportd can reach a wide range of customers. This ensures their shoes are available in key stores, maximizing market coverage while maintaining control over where their products are sold. Identify the distribution strategy mentioned above.
4	Fresh Sip Juice Company plans to launch a healthy fruit juice for teenagers. The company has conducted customer surveys, decided competitive pricing, selected supermarkets and online stores for distribution, and planned influencer marketing campaigns on social media. Answer the following: a) Identify the four elements of the marketing mix used by Fresh Sip. b) Explain how each element contributes to the successful launch of the product.

5	 Identify and explain the pricing strategy as per the service marketing mix.
6	Horizon, a fitness centre is strategically located near residential and commercial areas, making it convenient for people to visit before or after work or during weekends. Horizon also offers virtual classes, ensuring accessibility for members who prefer to work out at home. Identify and explain the element of service marketing highlighted in the above example.
7	Blue Tokai, a popular café hires the right people and trains them well to ensure they represent the business positively and meet customers' expectations. The baristas are trained to greet the customers with a warm smile, take orders quickly, and ensure that drinks are prepared to meet the customer's expectations. The baristas and servers are instructed to even remember the names of the regular customers and their usual orders. This makes their customers feel valued and appreciated, so they decide to visit regularly. Identify and explain the important element of Service Marketing Mix highlighted in the case above
8	Imagine you visit "China Gate," a popular restaurant. The dining area is spotless, with modern, comfortable seating and a warm, inviting atmosphere. The menu is beautifully designed, and the China Gate logo is prominently displayed. These elements make you feel welcome and confident in the restaurant's quality, encouraging you to dine there regularly. Identify and explain the important element of Service Marketing Mix highlighted in the case above
9	Zone 180, a fitness centre streamlines its processes to enhance the customer experience. The sign-up and payment process is hassle-free, and the class schedule is designed to accommodate different lifestyles. Feedback is regularly collected and acted upon to continuously improve the services and facilities. Identify and explain the important element of Service Marketing Mix highlighted in the case above

10	Riya is a regular holiday customer at The Wok Restaurant. She always makes it a point to celebrate all important milestones here along with her entire family. Whenever, there is a discussion about restaurants and food, Riya never fails to mention The Wok Restaurant and the top level services that they offer. She particularly emphasizes on the affordability, delicious hot piping food. She strongly recommends this place to everyone around her. a. Which element of promotion mix can be identified from the above given scenario? b. What is the importance of the identified concept?
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