



Date: 11/07/22 GRADE: XI	MONTHLY TEST -01 (2022-23) MARKETING [812]	Max marks: 20 Time: 1 Hour
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General Instructions:

1. There are 8 questions in the question paper. All questions are compulsory.

Qn. No		Marks allocated
1	Customer value is the difference of total customer benefit and (a) total customer experience (b) total customer cost (c) warranty (d) None of the above	1
2	Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n): (a) idea (b) demand (c) product (d) service	1
3	_____ holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being. (a) Customer-centered business (b) focused business model (c) Ethically responsible marketing (d) societal marketing	1
4	A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts? (a) selling (b) advertising (c) barter (d) marketing	1

5	The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products. (a) production (b) selling (c) marketing (d) holistic marketing	1
6	"If the company targets more of customer's needs, they will come back again and again and even bring along other customers". In the light of this statement discuss the importance of marketing to customers.	3
7	Explain any 3 importance of marketing to marketers.	3
8	"The objectives of marketing must fit in with the overall business objectives for the formulation of proper business strategy". Explain the objectives of marketing to a company.	4
9	Explain the following terms: (a) Marketing (b) Need (c) Want (d) Demand (e) Product	5
	THE END	

