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CBT TEST CLASS XII NOVEMBER MONTH 2023**

Question No.1.What is the marketing mix?

- A. The four P's: Product, Price, Place, and Promotion.
- B .The three C's: Customer, Competition, and Cost.
- C.The three C's: Customer, Competition, and Cost.
- D.The three C's: Customer, Competition, and Cost.

**Ans.1- A**

**The marketing mix is a strategic tool used by businesses to plan and execute their marketing strategies. It consists of the four P's: Product, Price, Place, and Promotion**

QUESTION NO.2. **What is a target market? \***

The market where competitors are targeted for acquisition.

- B. The market where a product is sold at the lowest price.
- C. A specific group of customers that a business aims to reach with its products and marketing efforts.
- D. A market research technique to evaluate product placement.

**Ans.2- C**

**Explanation -A target market is a specific group of customers that a business aims to reach with its products and marketing efforts. This group is often defined based on demographics, psychographics, and other factors.**

QUESTION NO 3. **What is SWOT analysis in marketing management? \***

A technique used to analyze the strength and weaknesses of competitors.

- B. An analysis of a company's sales and revenue.
- C. An analysis of a company's internal strengths and weaknesses and external opportunities and threats.
- D. A technique used to evaluate the social impact of marketing campaigns.

**Ans.3- C**

**Explanation- SWOT analysis stands for Strengths, Weaknesses, Opportunities, and Threats. It is a strategic planning tool used to assess a company's internal strengths and weaknesses and external opportunities and threats in the market.**

QUESTION NO 4. **What is market segmentation?\***

- A. Dividing the market into smaller, distinct groups of potential customers with similar characteristics and needs.
- B. A marketing strategy that targets all potential customers with the same marketing message.
- C. The process of setting prices based on competitors' pricing.
- D. A technique for expanding the market to include more diverse customers.

**Ans.4- A**

**Explanation: Market segmentation is the process of dividing the market into smaller, distinct groups of potential customers with similar characteristics and needs. This allows businesses to tailor their marketing strategies to better reach and serve these segments.**

QUESTION NO 5. What is the purpose of a marketing plan?\*

- A. To outline the company's financial goals.
- B. To create a step-by-step guide for a company's advertising campaigns.
- C. To identify marketing goals and strategies for a specific period
- .D. To provide a list of potential customers for a company's products.

**Ans.5- C**

**Expalnation-The purpose of a marketing plan is to outline marketing goals and strategies for a specific period. It serves as a roadmap for a company's marketing efforts**

Question 6. Saumya decided to start a business of selling dress material from her house. She did various online surveys to find out about the preferences of prospective customers. Based on this, she prepared a detailed analysis of the business. She then made important decisions including deciding about the features, quality, packaging, labelling and branding of the dress material. Identify the element of marketing mix discussed above.

- (A) Promotion
- (B) Market
- (C) Product
- (D) Place

**Ans.6 (C) Product**

**She made important decisions including deciding about the features, quality, packaging, labelling and branding of the dress material.**

QUESTION NO 7.W10 planet are the leading manufacturer of scooty and scooters in the industry. They have the first mover advantage in the industry. When they started manufacturing scooty and scooters, no other company was doing it. They manufacture scooters and the middle-class purchases them in a high number. With each passing year the number of scooters sold is increasing. The company's main concern usually is to produce maximum number of scooty and scooters. Company's profit is governed by the maximum number of scooty and scooters they produce. **Identify and explain the marketing management philosophy mentioned in the above case.\***

- A) Product
- (B) Promotion
- (C) Marketing
- (D) Societal marketing

**Ans7. A) Product**

**Explanation-** The company's main concern usually is to produce maximum number of scooty and scooters. Company's profit is governed by the maximum number of scooty and scooters they produce.

QUESTION NO. 8.

**Assertion:** Market segmentation is essential in marketing.

**Reason:** It helps businesses tailor their marketing strategies to specific customer groups. On the basis of these Assertion & Reason give the answer with following codes.

- (A) Both Assertion (A) and Reason (R) are the true and Reason (R) is a correct explanation of Assertion (A).
- (B) Both Assertion (A) and Reason (R) are the true but Reason (R) is not a correct explanation of Assertion (A).
- (C) Assertion (A) is true and Reason (R) is false.
- (D) Assertion (A) is false and Reason (R) is true.

**Ans.8 (A)**

**Explanation -Both Assertion (A) and Reason (R) are the true and Reason (R) is a correct explanation of Assertion (A).**

Question No. 9

**Assertion:** Advertising is a subset of marketing.

**Reason:** Advertising is the only component of marketing that focuses on promotional activities

- (A) Both Assertion (A) and Reason (R) are the true and Reason (R) is a correct explanation of Assertion (A).
- (B) Both Assertion (A) and Reason (R) are the true but Reason (R) is not a correct explanation of Assertion (A).
- (C) Assertion (A) is true and Reason (R) is false.
- (D) Assertion (A) is false and Reason (R) is true.

**Ans.9 (B) Both Assertion (A) and Reason (R) are the true but Reason (R) is not a correct explanation of Assertion (A).**

QUESTION NO.10. Identify the product-related decision illustrated by the picture given above, concerned with providing detailed information about the product on its package?

## Wheatgerm Bread Medium Sliced 800g

Ingredients: **Wheat Flour**, Water, Wheatgerm (11%), Yeast, Salt, **Wheat Protein**, Vinegar, **Fermented Wheat Flour**, **Barley Flour**, **Soya Flour**, Emulsifier: E4722 (made from Vegetable oils), Vegetable Fat, **Barley Fibre**,  
**Flour Treatment Agent**: Ascorbic Acid (Vitamin C).



Price \$ 1.35

Use By:  
19.10.13

Nutrition	Per 100g	Per Slice 25g
Energy	947kJ 224 kcal	237kJ 56 kcal
Carbohydrate	38.6g	9.7g
of which sugars	3.1g	0.8g
Fat	2.2g	0.5g
of which saturates	0.4g	0.1g
Fibre	5.3g	1.3g
Sodium	0.39g	0.10g
Equivalent as salt	0.96g	0.24

UNIT 56, TOOTSWOOD INDUSTRIAL ESTATE,  
TOOTSWOOD, BR6 9JK

- (A) Branding
- (B) Packaging
- (C) Labeling
- (D) Both branding and packaging

**Ans.10 (C)**

**Explanation -Labelling- It shows all the information related the product price ,Manufacturing date, Expiry Date etc.**