

Mahavir Senior Model School
Class 11 Marketing
Worksheet 1
Assertion and reasoning



Each question contains two statements:

Assertion (A) and Reason (R).

Choose the correct option from the following:

- (a) Both A and R are true and R is the correct explanation of A**
- (b) Both A and R are true but R is not the correct explanation of A**
- (c) A is true but R is false**
- (d) A is false but R is true**

Q1 Assertion (A): A single individual can play more than one role in the consumer buying process.

Reason (R): In certain purchase decisions, the same person may initiate, decide, buy, and use the product.

Q2 Assertion (A): Parents act as gatekeepers in the selection of movies for children.

Reason (R): Gatekeepers control or restrict the flow of information available to the decision makers.

Q3 Assertion (A): Government and non-profit institutions do not operate in the market environment.

Reason (R): Government and non-profit organizations purchase goods and services to provide public services rather than earn profit.

Q4 Assertion (A): A company can ignore local publics if it has a strong national brand image.

Reason (R): Local publics include neighbourhood residents and community organizations that can influence company operations.

Q5 Assertion (A): The production concept is most suitable when demand exceeds supply.

Reason (R): The production concept assumes that consumers prefer products that are affordable and widely available.

Q6 Assertion (A): Place marketing helps in creating a distinct identity for cities, states, and nations.

Reason (R): Promotional campaigns influence how consumers perceive and choose destinations.

Q7 Assertion (A): Brand switchers belong to the category of soft-core loyals.

Reason (R): Soft-core loyals divide their loyalty between two or more brands.

Q8 Assertion (A): Using baking soda for deodorising refrigerators and for bakery products reflects benefit segmentation.

Reason (R): Consumers purchase the same product to satisfy different needs and derive different benefits.

Q9 Assertion (A): Market skimming pricing is suitable for highly price-sensitive markets.

Reason (R): Market skimming involves charging a premium price to skim maximum revenue from the market.

Q10 Assertion (A): Sales promotion is more effective than advertising in inducing quick purchases.

Reason (R): Sales promotion offers immediate incentives such as discounts, coupons, and prizes.

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Worksheet 2
Case based questions



Q1 Coffee Corner advertised itself as a café offering quick service and premium coffee. Neha visited the café with high expectations after seeing the advertisements. However, the service was slow and the coffee quality was average, which made her dissatisfied.

Rohit visited the same café without any prior expectations. He found the coffee decent and felt satisfied with his experience.

1. Why was Neha dissatisfied while Rohit was satisfied, even after visiting the same café?
2. Identify the concept of consumer behavior highlighted in the case.

Q2 Meena wanted to buy bathing soap. She found many brands like Lux, Pears, Dove and Rexona available at a nearby store and also on online platforms. The soaps were neatly packed, clearly labelled with ingredients and usage instructions. She could either visit the store or order online and get the product delivered at her convenience. Meena felt marketing had made her buying process easy and flexible.

1. Identify any two types of utilities created by marketing in the above case.

Q3 Due to a rise in inflation, prices of essential goods increased sharply. As a result, consumers had less purchasing power and started cutting down on luxury products. A company manufacturing premium home appliances noticed a decline in sales. To control inflation, the government increased interest rates, making loans costlier. This forced the company to postpone its expansion plans and revise its marketing strategies.

1. Which macro-environmental factor is affecting the company's marketing decisions in the case?
2. How did inflation affect consumer buying behaviour?

Q4 ElectroMart sells home appliances and faces competition from brands like LG, Samsung, and Philips. The company closely monitors their product features, prices, distribution channels, and promotions. Recently, when Samsung launched a new washing machine at a lower price, ElectroMart had to reposition its product and offer discounts to retain customers. ElectroMart also keeps an eye on substitute products like local brands and other appliance categories that customers may switch to.

1. Name the type of competition when ElectroMart competes with LG, Samsung, and Philips.
2. Give an example of competition from substitute products mentioned in the case.

Q5 Crispbrew Coffee noticed that its customers had different preferences. Some wanted strong, dark coffee, while others preferred mild, flavored coffee. Some visited cafés daily,

while others bought instant coffee for home use. The company divided its market into segments based on taste, usage, and buying habits.

What is the main concept highlighted in the case?

Q6 City Cars Pvt. Ltd. sells cars in India and segments its market based on income, occupation, and social class. It offers luxury cars for high-income executives and high-net-worth individuals. For middle-income professionals, it provides affordable sedans, and for lower-income groups, it focuses on compact budget cars. The company also considers occupation—executives prefer branded cars, while teachers or clerks prefer reasonably priced models. Social status and lifestyle influence the type of car and the purchase location.

1. Which type of market segmentation is highlighted in the case?
2. How does social class influence buying behaviour according to the case?

Q7 Daksh, an automobile engineer with an MBA from a reputed college, launched ‘Captain’, a model electric car. He initially priced the model at a premium so that fewer sales were needed to break even. He used this strategy to target early adopters and environmentally conscious consumers who were willing to pay a higher price for an electric vehicle.

As the demand from the higher-end market saturated and he was able to recover most of the investment made to build the car, he gradually lowered its prices and introduced more affordable models expanding the customer base.

Identify the method of pricing initially adopted by Daksh for launching the electric cars.

Q8 StarClean Laundry Services noticed that customers were dissatisfied when waiting areas were dirty, cramped, and poorly lit (Physical Evidence). To improve perception, the company renovated the waiting lounge, added comfortable seating, clear signboards, and soothing décor.

Additionally, the company focused on training its staff in proper handling of clothes, quick service, and courteous behaviour. Customers who had bad past experiences were given special attention to rebuild trust, ensuring that service delivery was smooth, timely, and consistent.

Which two elements of the service marketing mix are highlighted in the case?

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Worksheet 3
Case based questions



Q1 Rohan wanted to buy a smartwatch. Brand A offered good features but no warranty or after-sales service. Brand B offered similar features along with a 2-year warranty, free home delivery, easy returns, and good customer support, but at a slightly higher price.

Although Brand B was costlier, Rohan chose it because he felt it offered more overall value.

Questions with Answers

1. Why did Rohan choose Brand B despite its higher price?

Q2 TechWorld Ltd. initially focused on improving product quality by adding advanced features, better performance, and innovative designs to its smartphones. The company believed that a good quality product would automatically attract customers, similar to brands like Apple.

However, as competition increased and many firms started offering high-quality smartphones, TechWorld noticed a decline in sales. To boost sales, the company began using heavy advertising, sales promotions, and persuasive selling techniques to convince customers to buy its products.

1. Which marketing concept is reflected when TechWorld focused mainly on product quality and innovation?
2. Identify the concept applied when TechWorld started advertising and persuading customers aggressively.

Q3 A retail clothing company earlier depended only on physical stores for sales. With rapid technological advancement, the company launched a mobile app and online website to reach more customers. This required high investment in software, digital payment systems, and logistics technology. While online sales increased and customer reach expanded, some store staff roles were reduced due to automation and digital operations.

1. Which macro-environment factor influenced the company's decision to go online?
2. Why must marketers continuously monitor technological changes?

Q4 GreenHome Appliances recently launched an eco-friendly refrigerator. The company ensured banks and shareholders supported the project. It invited the media to cover the launch and obtained necessary government approval. Local residents and community groups were informed about the factory's environmental measures. Employee morale was boosted through newsletters and rewards. Consumer organizations and environmental activists monitored the product claims, while overall public perception of GreenHome's eco-friendly image attracted more buyers.

1. What is the main micro-environmental factor highlighted in the case?
2. Give two examples of publics mentioned in the case.
3. How do internal publics influence marketing activities?
4. Why must companies maintain good relations with citizen-action publics?

Q5 SkyHigh Airlines introduced a frequent flyer program to reward customers who fly regularly. The airline analyzed patterns like: light, medium, and heavy flyers. They also identified “hard-core loyals” who always booked SkyHigh, “soft-core loyals” who used two airlines, and “switchers” with no preference. Additionally, the airline targeted some passengers valued comfort and luxury, while others prioritized low fares. This allowed SkyHigh to design tailored services and offers for different customer segments.

1. Which type of market segmentation is highlighted in the case?
2. Give two variables of behavioural segmentation mentioned in the case.

Q6 Suzuki entered the Indian car market with Maruti 800, targeting low-priced buyers. After saturating this segment, it launched Maruti Zen for slightly higher price and quality, followed by Maruti Esteem for the large car segment. This step-by-step approach allowed Suzuki to expand efficiently.

Nike produces shoes for golf, tennis, basketball, cricket, and many other sports segments simultaneously. It designs separate products and marketing campaigns for each segment, catering to diverse customer needs.

Which targeting strategy is followed by Suzuki and Nike

Q7 EcoClean, a home cleaning brand, redesigned its products which is easy-to-use, eco-friendly, and safe for children. It highlighted the total cost of ownership, including the cost of refills, time saved, and avoiding harmful alternatives. The company used interactive social media campaigns, WhatsApp updates, and in-store demos to inform customers. Finally, EcoClean ensured easy availability through online ordering, doorstep delivery, and select retail stores .

What marketing model is highlighted in the case?

Q8 FizzUp, a leading soft drink brand, follows a type of distribution strategy. Where the product is made available at as many outlets as possible, including retail stores, supermarkets, kiosks, restaurants, cafes, and vending machines. The goal is to ensure that customers can buy FizzUp anytime and anywhere without much effort.

State the type of distribution strategy.