

CLASS XI (2026-27)

PERIODIC TEST - I	
SUBJECT	MARKETING
CHAPTER NO:	TITLE OF THE CHAPTER
1.	Introduction to Marketing (PART B)
2.	Communication Skills (PART A)
MID-TERM EXAMINATIONS	
SUBJECT	MARKETING
CHAPTER NO:	TITLE OF THE CHAPTER
1.	Introduction to Marketing (PART B)
2.	Marketing Environment (PART B)
3.	Marketing Segmentation, Targeting & Positioning (PART B)
1.	Communication Skills (PART A)
2.	Self-Management Skills (PART A)
PERIODIC TEST - II	
SUBJECT	MARKETING
CHAPTER NO:	TITLE OF THE CHAPTER
4.	Fundamentals of Marketing Mix (PART B)
3.	ICT Skills (PART A)
4.	Entrepreneurial Skills (PART A)
ANNUAL EXAMINATIONS	
SUBJECT	MARKETING
CHAPTER NO:	TITLE OF THE CHAPTER
1.	Introduction to Marketing (PART B)
2.	Marketing Environment (PART B)
3.	Marketing Segmentation, Targeting & Positioning (PART B)

4.	Fundamentals of Marketing Mix (PART B)
5.	Consumer Behaviour (PART B)
1.	Communication Skills (PART A)
2.	Self-Management Skills (PART A)
3.	ICT Skills (PART A)
4.	Entrepreneurial Skills (PART A)
5.	Green Skills (PART A)

- Ms. Marlyn Mervin