

INTERNATIONAL INDIAN SCHOOL, DAMMAM
FIRST TERMINAL EXAMINATION (JUNE 2014)

CLASS: XII
MARKETING (Theory)

TIME: 3 HOURS
MAX.MARKS:60

SET-A

General instructions:

- (1). All questions are compulsory
- (2). Marks allotted to questions are indicated against each of them.
- (3). Answers should be brief and to the point.
- (4). This question paper contains of 18 questions.

1. Define a 'Product'? 2
 2. What is Exclusive distribution? 2
 3. Describe Warehousing 2
 4. What are 'Speciality goods'? 2
 5. What do you understand by Business-to-Business channel in distribution of goods? 2
 6. Give any two points of importance of 'Packaging'. 2

 7. What do you mean by 'Physical distribution'? What are the activities of it? 3
 8. What services are performed by the wholesalers to the retailers in distribution of products? Explain. 3
 9. Distinguish between Durable and Non-durable goods with examples. 3
 10. Give important classification of goods along with basis of classification. 3

 11. How to measure the stages of 'Expanded Product Life Cycle' 4
 12. Distinguish between Corporate Vertical Marketing System and Administered Marketing System. Explain with example. 4
 13. What role do middle men play in the marketing of goods services? Explain. 4
 14. What are Convenience products? How these are different from shopping products? 4
 15. Explain the various direct channels of distribution. 4
 16. What do you mean by 'Product Life Cycle'? What are the stages of it? Explain. 4

 17. What do you understand by 'Speciality departments'? Explain various departments under it. 6
 18. Explain the classification of goods to the organisations production process and cost structure. 6
-