INTERNATIONAL INDIAN SCHOOL, DAMMAM
FIRST TERMINAL EXAMINATION – (JUNE 2015)
CLASS – XII
MARKETING (Theory)
SET – A
MAX. MARKS: 60

TIME: 3 HOURS

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 28 questions.

1. The conflict between different levels of the same channel is __________ 1
   (Horizontal conflict, Vertical conflict, Contractual conflict)

2. Products that have no acceptable substitutes in the mind of consumers are __________ 1
   (Speciality products, shopping products, unsought product)

3. _____________is the mercantile agent who negotiates the purchase or sale on
   behalf of other parties. 1
   (Commission agent, broker, merchant)

4. ____________products are purchased without any planning or search effort. 1
   (Impulse products, shopping products, speciality products)

5. The products which are purchased frequently are ______________ 1
   (Durable products, industrial products, convenience products)

6. ______________ is distribution of a product through all available channels in an area. 1
   (Selective distribution, intensive distribution, exclusive distribution)

7. The products which bought for further processing are ______________ 1
   (Consumer products, industrial product, speciality products)

8. ______________ refers to the goods and services offered by the organization. 1
   (Sales, product, promotion)
9. The process of designing, managing and improving the movement of products through supply chain is __________.
   (Logistics, packaging, marketing)

10. What is physical distribution?


12. What is meant by exclusive distribution?

13. What are fabricating materials?


15. What is hybrid marketing channel?

16. What is a trademark?

17. What is meant by distribution intensity?

18. What are tangible goods?

19. What is meant by corporate vertical marketing system?


21. Explain the role and functions of middlemen.

22. What do you understand by unsought goods? Describe the types.

23. Explain the three aspects of the organization.

24. Distinguish between durable and nondurable goods with examples.

25. What are shopping products? Describe the types.

26. What services are performed by the wholesalers to the retailers in distribution of products?

27. Explain the concept of product lifecycle with the help of a diagram.

28. Explain the meaning and types of channels of distribution.