

INTERNATIONAL INDIAN SCHOOL, DAMMAM

FIRST TERMINAL EXAMINATION – (JUNE 2015)

CLASS – XII

TIME: 3 HOURS

MARKETING (Theory)

SET – A

MAX. MARKS: 60

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.
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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 -----.	1
(Logistics, packaging, marketing)	
10. What is 'physical distribution'?	2
11. Packaging acts as a silent salesman. Explain.	2
12. What is meant by exclusive distribution?	2
13. What are fabricating materials?	2
14. Explain warehousing.	2
15. what is hybrid marketing channel?	2
16. What is a 'trademark'?	2
17. What is meant by distribution intensity?	2
18. What are tangible goods?	2
19. What is meant by corporate vertical marketing system?	2
20. How a good brand name brings about success for a business? Explain.	3
21. Explain the role and functions of middlemen.	3
22. What do you understand by unsought goods? Describe the types.	3
23. Explain the three aspects of the organization.	3
24. Distinguish between durable and nondurable goods with examples.	3
25. What are shopping products? Describe the types.	3
26. What services are performed by the wholesalers to the retailers in distribution of products ?	3
27. Explain the concept of product lifecycle with the help of a diagram.	5
28. Explain the meaning and types of channels of distribution.	5
