INTERNATIONAL INDIAN SCHOOL DAMMAM

PRILIMINARY EXAMINATION 2015

CLASS XII
MARKETING (THEORY) SET-A

TIME: 3 HRS
MAX. MARKS: 60

General Instructions
1) All questions are compulsory.
2) Questions from 1 to 9 are MCQ having 1 mark each.
3) Questions from 10 to 19 are very short answer type questions having 2 marks each.
4) Questions from 20 to 26 are short answer type questions having 3 marks each.
5) Questions from 27 to 28 are long answer type questions having 5 marks each.

Q1) ............... is the mercantile agent who negotiates the purchase or sale on behalf of the other parties.
   Commission agent, broker, mercantile agents

Q2) These are products that are purchased without planning or searching efforts.
   Speciality, impulse, emergency

Q3) The type of wholesale catering to the needs of the retail society who are its members is ............
   Cooperative wholesale, mail-order wholesale, retailer-protection wholesale

Q4) ............... are short-lived and low priced items usually purchased with minimum effort.
   Operating supplies, entering goods, consumer goods

Q5) ............... is an example of outdoor advertising.
   Magazines, Bill boards, newspapers

Q6) The products which are purchased frequently are ............
   Industrial, durable, convenience

Q7) Ambience, employee attire are sub elements of ............
   People, physical evidence, process, product

Q8) Transport, communication, Hotel industry and banking are examples of ............
   Goods, services, place

Q9) ............... is the characteristics of service which are highly variable in nature.
   Perishability, inseparability, variability
Q10) Explain intangibility as the characteristics of services.

Q11) “High prices are charged during initial stages.” Identify this method of pricing strategy and explain it.

Q12) What do you mean by fabricating materials?

Q13) Explain Zero level of channel of distribution.

Q14) What is the importance of promotion in the marketing of goods and services.

Q15) Marketing mix is the set of controllable factors. Explain PRODUCT as one of the controllable factor in service marketing.

Q16) What is Dual or discriminating pricing.

Q17) What are emergency a product?

Q18) Write 2 factors affecting Promotion Mix.

Q19) Magazines are periodicals read leisurely. Explain any 2 merits of magazines.

Q20) “Copy in advertisement is defined as a written or spoken material in it.” In the light of the above statement explain the significance of advertisement copy.

Q21) What is the role and function of middle man?

Q22) What are the external factors affecting pricing?

Q23) What are different types of wholesalers?

Q24) Explain differential pricing.

Q25) What is Product Life Cycle? What strategies would you recommend for marketing a product in maturity stage?

Q26) McDonald is engaged in fast food chain:
1) Identify the basic need satisfied by the service.
2) Describe how the service is being provided by it.

Q27) What are the tools of Promotion Mix.

Q28) What are the functions of Retailers? Explain in detail.
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Q1) ........... is an example of outdoor advertising.
(magazines, Bill boards, newspapers) 1

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(speciality, impulse, emergency) 1

Q3) The products which are purchased frequently are..........
(industrial, durable, convenience) 1

Q4) Ambience, employee attire are sub elements of..........
(people, physical evidence, process, product) 1

Q5) ............... is the mercantile agent who negotiates the purchase or sale on behalf of
The other parties.
(Commission agent, broker, mercantile agents) 1

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effort.
(operating supplies, entering goods, consumer goods) 1

(goods, services, place) 1

Q9) ............. is the characteristics of service which are highly variable in nature.
(perishability, inseparability, variability) 1
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Q19) What is the importance of promotion in the marketing of goods and services.

Q20) McDonald is engaged in fast food chain:
1) Identify the basic need satisfied by the service.
2) Describe how the service is being provided by it.

Q21) What is Product Life Cycle? Explain first 2 stages of it?

Q22) What are the internal factors affecting pricing?

Q23) Explain differential pricing.

Q24) What are different types of wholesalers?

Q25) What is the role and function of middle man?

Q26) What is publicity? Explain any three points of difference between publicity and advertising.

Q27) What are the tools of Promotion Mix.

Q28) What are the functions of Retailers? Explain in detail.