

INTERNATIONAL INDIAN SCHOOL, DAMMAM  
PRELIMINARY EXAMINATION- FEBRUARY 2016

CLASS: XII  
MARKETING (THEORY)

SET A

TIME: 3 HRS  
MAX.MARKS:60

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General instructions

- All questions are compulsory.
- Questions from 1 to 9 are multiple choice questions carry one mark each.
- Questions from 10 to 19 are short answer type questions carry 2 marks each.
- Questions from 20 to 26 are short answer type questions carry 3 marks each.
- Questions 27 and 28 are long answer type questions carry 5 marks each.
- Answers should be brief and to the point & marks are indicated against each of them.

1. Choose the right answer from the following

- 1..... is anything than can be offered to a market to satisfy a want or need.  
(Packaging, Product, Promotion, Branding) 1
2. According to products durability or tangibility, the products are being classified in to  
.....group (Five, Four, Three, none of the above) 1
- 3.....mark is issued by authorities constituted under the Agricultural Produce  
( Grading and Marketing) Act. ('FPO' Mark, 'Eco' Mark, 'ISI' Mark, 'AGMARK') 1
- 4.....is the distribution of a product through a whole seller or a retailer in a specific  
geographical area  
( exclusive distribution, selective distribution, inclusive distribution, vertical conflict) 1
- 5..... products that are bought often in a routine manner without much thought or  
planning on regular basis. (packaging, pricing, product, promotion) 1
- 6..... is the deliberate and planned effect to establish and maintain mutual  
Understanding between company and the public.  
(Sales promotion, Promotion, Public relation, Personal marketing) 1
7. Restaurants, fast food centres & hospitals offer services which are combined with.....  
( Non tangible objective, tangible objective, sales objective, marketing objective) 1
8. The sub elements of ..... are flow of activities, service steps and involvement of the  
customers. (people, promotion, physical evidence, process) 1
9. .... is the value that will purchase a finite quantity ,weight or other measure  
of a good or service. (Sales, Promotion, Price, Process) 1

10. List any two features of specialty products with example. 2
  11. Distinguish between branding and packaging with example 2
  12. What do you understand by cost based pricing? 2
  13. What is a trade discount, how it differs from cash discount? 2
  14. Name any two types of unsought products. 2
  15. What do you mean by physical distribution? 2
  16. What are the elements in the sales promotion? 2
  17. "Promotion serves as a reminder" Do you agree. How? 2
  18. What do you mean by Break even analyses? 2
  19. What is inseparability regarding a service? 2
  
  20. What are convenient products? How do they differ from shopping products? 3
  21. 'Pricing is very important in the economy and it is also important in each business firm'.  
Do you agree? 3
  22. Explain the types of goods which are coming under the classification based on organisations  
production process and cost structure 3
  23. Explain the types of specialist departments? 3
  24. Marketing club of your school organizes a debate on "Whether the advertisement is a  
social waste or not? "Help your friend by giving valuable points to prove that  
'advertisement is essential in marketing' 3
  25. Differentiate between goods and services 3
  26. Which are the components of extended marketing mix? 3
  
  27. Give the meaning of channels of distribution and explain the types of channels of distribution?5
  28. What is price determination? What are the factors affecting pricing of a product? 5
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