

**INTERNATIONAL INDIAN SCHOOL, DAMMAM**  
**SECOND TERMINAL EXAMINATION – (NOVEMBER, 2014)**

**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 16 questions.

1. What is product life cycle? (2)
2. State the meaning of public relations. (2)
3. What is Trade-in-allowance? (2)
4. Explain in brief the term physical evidence? (2)
5. Distinguish between durable goods and non durable goods with examples. (3)
6. The brand endows on a product a guarantee of success. Discuss. (3)
7. Briefly explain the merits of choosing magazines as a media of advertisement? (3)
8. What is demand oriented pricing? (3)
9. What are convenience products? How these are different from shopping products? (4)
10. Explain the characteristics of services. (4)
11. How far the pricing is beneficial to the consumers and economy? (4)
12. Money spent on advertising is not wasteful. Examine this statement. (4)
13. What is promotion? What are the purposes of promotion? (6)
14. Why is it important to have a right marketing mix? Also discuss the elements of marketing mix. (6)
15. Explain the classification of goods as the basis to the organization's production process and cost structure. (6)
16. Name the element of marketing mix which affect the revenue and profit of a firm. Explain any five factors which help in determining this element. (6)