

INTERNATIONAL INDIAN SCHOOL DAMMAM
SECOND TERM PAPER 2015
MARKETING
SET-A

STD-XII

MARKS-60
TIME-3 HOURS

General instructions

1. The question paper is divided into four sections.
2. Section A contains 9 questions carrying one mark each.
3. Section B contains 10 questions carrying two marks each.
4. Section C contains 7 questions carrying three marks each.
5. Section D contains 2 questions carrying five marks each.

Section –A

1) Wholesalers selling directly to the consumers in his own house are_____

- a)Retailer-Protection Wholesalers
- b)Mail order Wholesalers
- c)Traditional Wholesalers
- d)Cash and Carry Wholesalers.

2)_____is one of the major determinants of Price.

- a)cost
- b)Channel Members
- c)Market
- d)Government

3)The impersonal paid form of communication is _____

- a)Publicity
- b)Sales Promotion
- c)Public Relation
- 4)Advertising

4) Distribution of a product through only a limited number of channels is _____ Distribution

- a)Distribution
- b)Selective
- c)Interview
- d)Multichannel

5) Employees and customers are such elements of _____

- a)People
- b)Process
- c)Physical Education
- d)Product

6)The decision of how much sales volume can be expected at various prices can be decided by _____ oriented Pricing

- a)Demand
- B)Market
- c)Competition
- d)Sales

7)Agents are persons_____

- a)Selling goods on Commission Basis
- b) selling goods for their principles
- c)Selling goods on Possession Basis
- d)selling goods on higher prices.

_____ is an example of outdoor advertising

- a) Hoardings
- b) Internet
- c) Television
- d) Radio

9) Lowering of prices are made available to the customers through _____

- a) Communicating information
- b) Service Marketing
- c) Distribution
- d) Frequent Reminder

Section –B

10) Explain in brief Selective Distribution

11) Give 2 advantages of Advertising.

12) what do you mean by pricing?

13) Distinguish between goods and services.

14) what do you mean by Administered V.M.S . Explain it in brief.

15) Explain Nature of the product as one of the factors affecting promotional Mix.

16) What do you mean by Public Relations

17) Explain Three level channel of distribution.

18) List out the uncontrollable factors of pricing.

19) What is the role of Middle Men?

Section-C

- 20) Services are typically Produced and consumed simultaneously. Identify the characteristics of service: and explain in detail by giving examples
- 21) These are the periodicals read leisurely. Give the merits of this outdoor mode of Advertising
- 22) Explain Break even analysis with the help of a diagram.
- 23) Explain the importance of promotion.
- 24) The specialist department, buys, transports and stores the goods to make them available when needed. Explain the specialist departments as one of the most important aspects of wholesale organization.
- 25) What are the concepts and types of discounts used in the selling process and distribution of products. Explain in detail.
- 26) Define Services. What are the 4P's used in the marketing mix of Service Marketing.

Section-D

- 27) What are the services of wholesalers to the manufacturers.
- 28) Explain the following:-
- a) Promotion is persuasive Communication.
 - b) Promotion serves as reminder