

INTERNATIONAL INDIAN SCHOOL DAMMAM

SECOND TERM EXAM 2017-18

MARKETING STD XII

SET A

TIME 3 HOURS

MARKS 60

INSTRUCTIONS:

- 1.This question is divided into four sections**
- 2.Section A contains questions carrying one mark each.**
- 3.Section B contains questions carrying two marks each.**
- 4 Section C contains questions carrying three marks each.**
- 5.Section D contains questions carrying five marks each.**

SECTION A

This section contains multiple choice questions carrying one mark each .Select the correct option out of the given options and write the same in your answer book.Answer all the questions.

1x14=14

Q1) A car is purchased for it's convenience, the ease at which one can go or the speed at which one can travel relatively fast. The above sentence represents:

- a)Psychological Benefit b)Social Benefit c)Core Benefit

Q2) The promotions mix which educates and ceases awareness among customers about the launch of new product/service/idea and place of availability is :

- a) Persuasion b) Relationship c) Information

Q3) Telebanking is an example of which type of service:

- a) Low customization and low empowerment b) High customization and low empowerment
- c) Low customization and high empowerment

Q4) A deliberate alteration in the physical attributes of a product or it's packaging is called:

- a) Product re-positioning b) Product modification c) Product differentiation

Q5) Post purchase service and maintenance, financing, market information comes under:

- a) Facilitating functions
- b) Transactional functions
- c) Logical functions

Q6) Web of computer networks that connects users from all around the world to interact with each other is classified as:

- a) Interactive net
- b) Internet
- c) Intranet

Q7) Which of these are correct features of durable goods:

- a) Does not get over in one use
 - b) Does not get any guarantee on warranty
 - c) Not frequently purchased
 - d) Low margin profit
- a) 1 and 2 b) 1 and 3 c) 2 and 4

Q8) Merchants or traders who purchase and sell in large quantities are:

- a) Wholesalers
- b) Retailers
- c) Agents

Q9) Efforts made by marketers to build long term customer relationships and market products or services over internet is classified as:

- a) Event marketing
- b) Online marketing
- c) Sponsored marketing

Q10) Which of the following is not included in product decisions:

- a) Styling
- b) Brand name
- c) Packaging

Q11) Paints, nails, lubricants etc are classic examples of:

- a) Unsought specialty products
- b) Suppliers and Business services
- c) Accessory equipment

Q12) The most popular communication in penetrating market is:

- a) Advertising
- b) Word of mouth
- c) Sales promotions

Q13) For a small audience the most suitable promotion tool is:

- a) Trade promotion
- b) Personal selling
- c) Advertising

Q14) Consumer shopping for tooth brushes or shaving blades at tourist destination is an example of:

- a) Staple goods
- b) Impulse goods
- c) Emergency goods

SECTION B

Answer the following questions

(2x9=18)

Q15) Packaging helps the goods in transport and sale. An attractive package is the most important factor in impulse purchases. Identify any 2 functions of Packaging proving the above statement to be true.

Q16) Big Bazar and Spencers are big chain of Retailers. Explain any 2 functions of Retailers.

Q17) What is Word of Mouth Communication?

Q18) Name any two platforms of Social Media Marketing.

Q19) After sale service is required for this products Identify the type of product and explain by giving examples.

Q20) Comment Online Marketing Versus Traditional Marketing.

Q21) What are 'ATL' and 'BTL' communication elements in Promotion mix.

Q22) Define Online Marketing

Q23) Explain the factors pertaining to the product in the selection of channel of distribution.

SECTION C

Answer the following question

(3x6=18)

Q24) Explore the promotional strategies in Growth stage and maturity stage of a product life cycle.

Q25) "Social Media Marketing is the use of social media platforms and websites to promote a product or service." On the basis of this statement explain the advantages of Social Media Marketing.

Q26) Brand Loyalty continues as long as brand delivers the value. Define Brand and Branding.

Q27) Distinguish between Personal selling and sales promotion.

Q28) It bridges the gap between production and consumption. Identify this function performed by the channels of distribution and explain in detail.

Q29) Explain Transportation and Financing functions of Wholesalers

SECTION D

Answer the following questions

(1x5=10)

Q30) "A product with better distribution will always win over a superior product with poor distribution. You can't just ask customers what they want and then try to give that to them. By the time you get it built, they will want something new."

Discuss in detail the different types of channels of distribution in order to make the product a success in the market.

Q31) What is the meaning of promotion ? If you happen to be a promotion manager and planning to launch a new product in the Indian Market, list any 5 factors that you will keep in mind while setting the promotion mix.