

# INTERNATIONAL INDIAN SCHOOL, DAMMAM

## FIRST TERMINAL EXAMINATION – JUNE 2013

CLASS: XI

MAX MARKS: 60

SUBJECT: MARKETING

TIME: 3HOURS

### SET A

#### General Instructions:

All questions are compulsory.

Marks allotted to each questions are indicated against each of them.

Answers should be brief and to the point.

1	Define: (1) Demand (2) Product	2
2	Define (1) Market (2) Marketing	2
3	Explain consumer products. Give 2 examples.	2
4	What is Packaging? Name the levels of packaging in marketing mix.	2
5	"Marketing is consumer oriented". Explain.	3
6	Write any three differences between "Marketing and Selling".	3
7	Explain the different channels of Physical Distribution.	3
8	What are Shopping Products? Write any 2 features of Shopping products.	3
9	Explain the nature of marketing as "Modern marketing is the guiding element of business".	4
10	Explain the role of marketing in an economy.	4
11	Draw a neat and attractive label of your favorite product.	4
12	What is branding? Write any 4 characteristics of a good Brand.	4
13	Explain the following function of marketing: (1)Buying and Assembling (2)Selling	6
14	Explain the following concepts of marketing: (1)Production concept (2)Product concept (3)Sales concept	6
15	Define Advertising. Write any 3 merits and 2 demerits of advertising.	6
16	What are the important factors which determine the price of a product?	6

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