INTERNATIONAL INDIAN SCHOOL, DAMMAM

FIRST TERMINAL EXAMINATION – JUNE 2013

CLASS: XI
SUBJECT: MARKETING

MAX MARKS: 60
TIME: 3 HOURS

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