

INTERNATIONAL INDIAN SCHOOL DAMMAM

FIRST TERM EXAMINATION 14-15

CLASS: XI

MAX MARKS: 60

SUBJECT: MARKETING

MAX TIME: 3 HOURS

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.

1. Define the term 'Marketing Management' 2
2. Differentiate Cost and Value. 2
3. What is Market Planning? 2
4. Identify the type of products in the following cases and give one example for each type: 2
 - i. Purchase of goods in which purchaser devote considerable time to compare the quality, price, style etc at several stores before making final purchase.
 - ii. Consumer products which are purchased frequently, immediately and with least time and efforts.
5. List any 2 characteristics of a Good Brand Name. 2
6. Define Packaging. Name any 2 levels of packaging. 2
7. There are innumerable risks which a marketing enterprise has to bear. Justify the statement. 3
8. Describe briefly Societal Marketing Concept. 3
9. What does Physical distribution mean? Explain the important decision areas in management of physical distribution. 3
10. Identify the type of promotional tool in which short term incentives are designed to encourage the buyers to make immediate purchase of a product or service. Explain any 2 merits of this method of promotion. 3
11. Differentiate between Marketing and Selling on the basis of a. Concept b. Scope c. Emphasis d. Objective 4
12. Define Market and explain the statement 'Marketing begins with human needs and wants'. 1+3
13. Explain how marketing is important to producers. 4

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14. Briefly explain the factors determining the marketing mix of a firm. 4
15. What do you understand by Direct and Indirect channels of distribution?
Explain briefly. 4
16. 'A good label can attract attention, describe the product and stimulate the buyer to buy the product.' In the light of the statement, draw a neat and attractive label for a pack of juice. 4
17. Explain a. Gathering market information as a facilitating function. b. Role of marketing in an economy. c. Standardization as a function of marketing. 6
18. "Price of a product is influenced by many factors". List and explain the factors affecting price determination. 6