

INTERNATIONAL INDIAN SCHOOL, DAMMAM

FIRST TERM EXAMINATION 2015-'16

CLASS: XI

MAX. MARK: 60

SUBJECT: MARKETING

MAX. TIME: 3 HOURS

SET - A

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. _____ is offering products at special prices to clear off excess inventory. 1
a) Rebate b) Discount
c) Refund d) Quantity Gift
2. "75ml at the price of 50ml" of Enchanteur is an example of one of the sales promotion techniques. Identify the technique 1
a) Rebate b) Product Combination
c) Refund d) Quantity Gift
3. Anything that can be offered to satisfy a need or want. 1
a) Demand b) Resources
c) Quantity d) Product
4. The consumer products which are purchased frequently with least time and effort. 1
a) Shopping Products b) Durable Products
c) Convenience Products d) Speciality Products
5. The marketing concept which was widely used during the Industrial Revolution. 1
a) Selling Concept b) Production Concept
c) Exchange Concept d) Marketing Concept

6. _____ involves preparing goods for transport, sale and exchange. 1
- a) Packaging b) Branding
 c) Warehousing d) Labeling
7. Fixing the exchange value of a product is called _____. 1
- a) Grading b) Branding
 c) Pricing d) Product Planning
8. The oral presentation of message in the form of conversation with the customers for the purpose of making sale. 1
- a) Sales Promotion b) Advertising
 c) Publicity d) Personal Selling
9. The _____ concept of marketing focuses on sales promotion techniques. 1
- a) Selling Concept b) Production Concept
 c) Exchange Concept d) Marketing Concept
10. Explain any two features of marketing. 2
11. What is the importance of after sales service in marketing? 2
12. Identify the following products and give an example for each: 2
- a) Products which are used as inputs in producing other products.
 b) The intangible consumer products which include activities or benefits that provide satisfaction to the customers.
13. Explain Transportation as a Physical Supply Function of marketing. 2
14. What are the limitations of Sales Promotion? 2
15. Define: a) Marketing b) Market 2
16. Explain the nature of marketing as a system. 2
17. Define the term Marketing Management 2
18. Distinguish between Shopping Products and Speciality Products. Give one example for each. 2
19. Write a short note on Publicity. 2

20. List any three characteristics of a good brand name. 3
21. "The present day marketing is consumer oriented". Comment 3
22. Draw a neat label of your favourite product giving all the necessary information relating to the product. 3
23. Differentiate between Marketing and Selling on the basis of
a) Objective b) Beginning and end c) Emphasis 3
24. Explain the Indirect Channels of physical distribution. 3
25. Describe the Societal Marketing Concept. 3
26. Explain any three factors influencing Price Determination 3
27. Briefly explain any five Facilitating Functions of marketing. 5
28. "Determination of marketing mix is an important decision which the marketing manager has to take". In the light of the statement , explain the factors determining the marketing mix of a firm. 5
