

GULF SAHODAYA (SAUDI CHAPTER) EXAMINATION – 2018

CLASS: XI

MAX. MARK: 60

SUBJECT: MARKETING

MAX. TIME: 3 HOURS

GENERAL INSTRUCTIONS:

- (i) This question paper is divided into four sections
 - (ii) Section A contains 14 questions carrying one mark each. Answer all these questions.
 - (iii) Section B contains 11 short answer type questions carrying two marks each.
Answer any nine of these questions.
 - (iv) Section C contains 8 short answer type questions carrying three marks each.
Answer any *six* of these questions.
 - (v) Section D contains 4 long answer type questions carrying five marks each.
Answer any *two* of these questions.
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SECTION A

- 1. A _____ is someone who makes the product but not in a factory.
a) Manufacturers b) Producers c) None of the above
- 2. _____ are the wants backed up by willingness and purchasing power.
a) Demands b) Needs c) Both a and b
- 3. The term market originated from _____ language.
a) Latin b) Greek c) French
- 4. High rate of inflation and exchange rate _____ business sentiment in a country.
a) Encourage b) Promote c) Discourage

5. The macro environment for business activity can be termed as _____.
 a) PEST b) POSTER c) PESTER
6. If a business follows unethical practices, various _____ will intervene to discipline it.
 a) Social Groups b) Government c) Both
7. There is an increasing trend towards _____ because of easier availability of information technology throughout the world.
 a) E - Commerce b) Mass Production c) Both
8. Mercedes produces worldwide the same cars, but it advertises the cars as “quality” cars in Germany, but as _____ cars in India.
 a) Economical b) Prestige c) Both
9. The basis of geo – demographic segmentation is based on _____
 a) City Size b) Classification on residential neighborhood
 c) Population Density
10. Design is a _____ decision.
 a) Product b) Place c) Promotion
11. The way in which the product is delivered to meet the customer’s need refers to _____
 a) New product concepts b) Place or distribution decisions c) Selling
12. Public Relations is managed by _____ marketing mix.
 a) Product b) Price c) Promotion
13. Consumer behavior encompasses two constituents namely consumer and _____.
 a) Producer b) Manufacturer c) Buyer
14. The cultural factors make an important basis for _____, product development and advertising.
 a) Consumer segmentation b) Product segmentation
 c) Market segmentation

SECTION B

Answer any nine questions from this section

2 x 9 = 18

15. Define the term marketing according to Philip Kotler.
16. Explain how marketing is important to a company for building reputation.
17. Explain the scope of marketing on the basis of:
a) Goods b) Places c) Organizations d) Information
18. Explain the importance of environmental scanning on the basis of:
a) Formulation of strategies and policies b) Intellectual Stimulation
19. Define micro and macro environment.
20. Define mass marketing and adjacent segment strategy.
21. What is socio economic segmentation?
22. Explain the consumer oriented model of marketing mix.
23. Explain different types of distribution alternatives an organization can employ on the basis of their products.
24. Explain motivation and personality as a variable of psychological factors.
25. Define micro and macro behavior.

SECTION C

Answer any six questions from this section

3 x 6 = 18

26. Explain the academic model of needs proposed by Abraham Maslow diagrammatically.
27. Explain relationship marketing.

28. The macro environmental factors or forces affect organisations marketing decisions and activities. In the light of the statement explain the socio cultural forces.
29. Explain all the different types of publics.
30. Explain in detail psychographic segmentation.
31. Explain all the process or steps involved in developing a marketing mix.
32. Explain the social factors which affect the consumer buying behaviour.
33. “The study of consumer behaviour is very relevant for affective marketing management.” In the light of the statement explain any six importance of studying consumer behaviour.

SECTION D

Answer any two questions from this section

5 x 2 = 10

34. What is positioning? Explain the positioning process with the help of a flow chart.
35. “Individuals or groups of consumers play diverse roles in different kinds of purchase situations”. In the light of the statement explain all the different buying roles played by people in the decision process.
36. “Market segmentation is a mirror through which the population of customers in an industry is divided”. In the light of the statement explain Geographic and Behavioural segmentation.
37. Explain in detail the stages in consumer buying decision process.
