

# GULF SAHODAYA EXAMINATION (SAUDI CHAPTER) 2014 -15

**Class: XI**

**Max.Marks: 60**

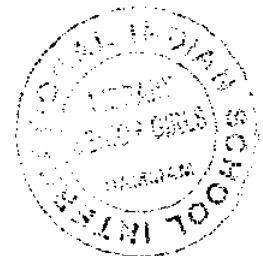
**Subject: Marketing (Theory)**

**Time: 3hrs**

## **General Instructions**

- **All questions are compulsory**
- **Marks allotted to questions are indicated against each of them**
- **Answers should be brief and to the point**

1. When buyers are differentiated on the basis of variables like usage rate and degree of loyalty it is referred to as \_\_\_\_\_ method of segmentation. 1
  - a) Benefit
  - b) Psychographic
  - c) Behavioural
  - d) Geographic
  
2. \_\_\_\_\_ is a facilitating function of marketing which ensures that goods belong to a particular quality and helps in realizing higher prices for higher quality output. 1
  - a) Product designing
  - b) Standardisation and grading
  - c) Packaging
  - d) Pricing
  
3. When a single marketing mix is directed at a single market segment, the approach to market segmentation is \_\_\_\_\_. 1
  - a) Target marketing
  - b) Concentrated
  - c) Measurable
  - d) Differentiated
  
4. \_\_\_\_\_ environmental variables determine the purchasing power and spending patterns of consumers. 1
  - a) Economic
  - b) Technological
  - c) Political
  - d) Cultural



5. \_\_\_\_\_ provides place utility and time utility to products 1
- Physical distribution
  - Selling
  - Buying & Assembling
  - None of these
6. The highest level need in Maslow's need hierarchy are \_\_\_\_\_ 1
- Self-esteem needs
  - Security needs
  - Self-actualization needs
  - None of these
7. "Buy 2 get 1 offer" of Lee Copper Jeans is an example of one of the techniques of sales promotion. Identify the technique 1
- Rebate
  - Discount
  - Product Combination
  - Quantity gift
8. The organisations buying goods and services with the view to sell them to others for a profit. 1
- Reseller market
  - Industrial market
  - Consumer market
  - International market
9. Which marketing mix means the activities relating to persuading and motivating customers to buy the product? 1
- Place mix
  - Promotion mix
  - Product mix
  - None of the above
10. Explain the meaning of the term Consumer Behaviour. 2
11. Define the term Environment Scanning 2
12. Explain "*Nature of product*" & "*Efficiency of channels*" as factors determining marketing mix of a firm. 2

13. What do you understand by Internal buying motive? List the two types . 2
14. Identify the following and give examples 2
  - I. The type of product which are normally consumed in one or few uses .
  - II. The products which are used as inputs in producing other products.
15. What is meant by target marketing? 2
16. List any two characteristics of a good brand name. 2
17. Name and explain the concept of marketing that suggests that an organization should earn profits through customer satisfaction and social welfare 2
18. Exchange process is the essence of marketing. Explain 2
19. Who is an Opinion leader? 2
20. Explain briefly the indirect channels of physical distribution. 3
21. What are the features of Marketing? Explain any three 3
22. What is market segmentation? Why do firms need to segment markets? 3
23. Why is it important for marketing firms to continuously monitor the environment? Give three reasons 3
24. Explain the first three stages in consumer buying decision process. 3
25. Write short notes on the following functions of marketing 3
  - i. Packaging and Labelling
  - ii. Customer Support services
26. What do you understand by Psychographic segmentation and why is it so important for designing marketing strategy? 3
27. Discuss briefly the impact of political & legal forces and technological forces on the marketing plans of a business enterprise. 5
28. "In India family and social class play considerable role in shaping consumer behavior". Discuss the statement and also highlight the role of Psychological factors (any three) in determining consumer behavior 5