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.
   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.
   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 _______________
   a) Target marketing
   b) Concentrated
   c) Measurable
   d) Differentiated

4. _______________ environmental variables determine the purchasing power and spending patterns of consumers
   a) Economic
   b) Technological
   c) Political
   d) Cultural
5. A person ________ provides place utility and time utility to products
   a) Physical distribution
   b) Selling
   c) Buying & Assembling
   d) None of these

6. The highest level need in Maslow's need hierarchy are ________
   a) Self-esteem needs
   b) Security needs
   c) Self-actualization needs
   d) None of these

7. "Buy 2 get 1 offer" of Lee Cooper Jeans is an example of one of the techniques of sales promotion. Identify the technique
   a) Rebate
   b) Discount
   c) Product Combination
   d) Quantity gift

8. The organisations buying goods and services with the view to sell them to others for a profit
   a) Reseller market
   b) Industrial market
   c) Consumer market
   d) International market

9. Which marketing mix means the activities relating to persuading and motivating customers to buy the product?
   a) Place mix
   b) Promotion mix
   c) Product mix
   d) None of the above

10. Explain the meaning of the term Consumer Behaviour.

11. Define the term Environment Scanning

13. What do you understand by internal buying motive? List the two types.

14. Identify the following and give examples
   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?

16. List any two characteristics of a good brand name.

17. Name and explain the concept of marketing that suggests that an organization should earn profits through customer satisfaction and social welfare.

18. Exchange process is the essence of marketing. Explain.

19. Who is an Opinion leader?

20. Explain briefly the indirect channels of physical distribution.

21. What are the features of Marketing? Explain any three.

22. What is market segmentation? Why do firms need to segment markets?

23. Why is it important for marketing firms to continuously monitor the environment? Give three reasons.

24. Explain the first three stages in consumer buying decision process.

25. Write short notes on the following functions of marketing
   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?

27. Discuss briefly the impact of political & legal forces and technological forces on the marketing plans of a business enterprise.

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.