GULF SAHODAYA EXAINATION (SAUDI CHAPTER) 2015-16

Subject: Marketing (Theory)  
Max Marks: 60

Class: XI  
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 & to the point.

1. Stationary items are
   a) Convenience products  
   b) Shopping products
   c) Specialty products  
   d) Services

2. ___________ refers to the amount of money consumers have to pay for the product.
   a) Profit  
   b) Price
   c) Margin
   d) None of the above

3. Tooth brush free on purchase of a toothpaste is an example of
   a) Refund  
   b) Rebate
   c) Product combination
   d) Quantity gift

4. When multiple marketing mix are focused on multiple market segments, the approach is called
   a) Concentrated  
   b) Targeting
   c) Segmentation
   d) Differentiated

5. ___________ affects a person’s ability to seek information & evaluate alternatives and post purchase evaluation.
   a) Physical surroundings  
   b) Commercial environment
   c) Time dimension
   d) Specialized outlets
6. Business houses or individuals who help the firm in promotion selling and distribution of goods are called
   a) Suppliers  
   b) Customers
   c) Competitors  
   d) Intermediaries

7. ____________ buy goods & services to transfer them to those who need them.
   a) Government & NGOs  
   b) Reseller market
   c) Industrial market  
   d) Consumer market

8. ____________ is a physical supply function of marketing which enhances value of goods by creation of place utility
   a) Transportation  
   b) Buying &Assembling
   c) Packaging  
   d) Selling

9. These environmental forces determine the value system of the society.
   a) Economic forces  
   b) Social & cultural forces
   c) Technological forces  
   d) Demographic forces

10. What are shopping products? Give two examples.

11. Explain the socio-economic segmentation.

12. Explain the impact of demographic forces on marketing environment.


14. Explain the Standardization and Grading function of marketing.

15. Define packaging.

16. What is sales promotion? Mention any 2 sales promotion techniques
17. How do emotional motives affect the buying decision of a customer? Explain.  

18. What is a reference group?  

19. Explain the self-esteem needs.  

20. Name and explain the concept of marketing that emphasizes on promotional mix.  

21. Explain the shotgun approach of target marketing.  

22. Explain the importance of environment analysis.  

23. How do political and legal environment of a country affect its marketing organizations. Explain  

24. Explain psychological factors that affect a consumers buying behavior.  

25. Pricing occupies an important place in the marketing of goods and services.  
   Explain three factors affecting price determination.  

26. "With products being differentiated more and more markets are certain to  
   become increasingly segmented". In the light of this statement outline any 3  
   benefits of market segmentation.  

27. Differentiate between marketing and selling.  

28. Explain the stages in consumer buying decisions process.  