

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 1
 - a) Convenience products
 - b) Shopping products
 - c) Specialty products
 - d) Services

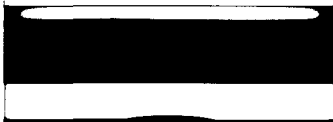
2. _____ refers to the amount of money consumers have to pay for the product. 1
 - a) Profit
 - b) Price
 - c) Margin
 - d) None of the above

3. Tooth brush free on purchase of a toothpaste is an example of 1
 - 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 1
 - a) Concentrated
 - b) Targeting
 - c) Segmentation
 - d) Differentiated

5. _____ affects a person's ability to seek information & evaluate alternatives and post purchase evaluation. 1
 - a) Physical surroundings
 - b) Social surroundings
 - c) Time dimension
 - d) Psychological surroundings

6. Business houses or individuals who help the firm in promotion selling and distribution of goods are called 1
- a) Suppliers c) Competitors
b) Customers d) Intermediaries
7. _____ buy goods & services to transfer them to those who need them. 1
- a) Government & NGOs c) Industrial market
b) Reseller market d) Consumer market
8. _____ is a physical supply function of marketing which enhances value of goods by creation of place utility 1
- a) Transportation c) Packaging
b) Buying &Assembling d) Selling
9. These environmental forces determine the value system of the society. 1
- a) Economic forces c) Technological forces
b) Social & cultural forces d) Demographic forces
10. What are shopping products? Give two examples. 2
11. Explain the socio-economic segmentation. 2
12. Explain the impact of demographic forces on marketing environment. 2
13. Define environment scanning. 2
14. Explain the Standardization and Grading function of marketing. 2
15. Define packaging. 2
16. What is sales promotion? Mention any 2 sales promotion techniques 2

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17. How do emotional motives affect the buying decision of a customer? Explain. 2
 18. What is a reference group? 2
 19. Explain the self-esteem needs. 2
 20. Name and explain the concept of marketing that emphasizes on promotional mix. 3
 21. Explain the shotgun approach of target marketing. 3
 22. Explain the importance of environment analysis. 3
 23. How do political and legal environment of a country affect its marketing organizations. Explain 3
 24. Explain psychological factors that affect a consumers buying behavior. 3
 25. Pricing occupies an important place in the marketing of goods and services.
Explain three factors affecting price determination. 3
 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. 3
 27. Differentiate between marketing and selling. 5
 28. Explain the stages in consumer buying decisions process. 5