

**INTERNATIONAL INDIAN SCHOOL –DAMMAM
MODEL EXAM -2018**

**CLASS: XI
SUBJECT : MARKETING**

**MAX.MARK : 60
MAX.TIME : 3 HOURS**

SET- A

GENERALINSTRUCTIONS:

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

SECTION- A

- 1' The ----- is a person who first gets the thought or gives the suggestion/
idea of buying the particular product.
a) Influencer b) Initiator c) Decider
2. Companies have positioned their products on -----bases.
a) Different b) indifferent c) both
3. The macro environment for business activity can be termed as-----.
a) PEST b) POSTER c) PESTER
4. The way in which the product is delivered to meet the customer's need refers to -----
----.
a) New product concept b) Place or distribution decision c) Selling

5. Customer value is a difference of total customer benefits and -----.
 a) Total customer experience b) Total customer cost c) warranty
6. Marketers builds company's reputation by creating -----of company in general public's eyes.
 a) Sales b) Image c) Logo d) None of above .
7. The nature of goods and services demanded in a society depends upon -----
 a) Fashion trends b) people's attitudes ,customs, socio cultural values
 c)future expectations.
8. When a single segment focus has reached the point of full market penetration and after a single market segment successful, the marketer opts for ----- marketing strategy.
 a) Multi segment strategy b) Adjacent segment strategy c) Large segment strategy.
9. -----drives the consumers to develop purchasing attitude.
 a) Motivation b) Perception c) Learning
10. Exposure to western modern culture and population shifts from rural to urban areas are -----.
 a) Economic factors b) Socio- cultural factors c) Political factors
11. If a business follows unethical practices various ----- will intervene to discipline it.
 a) Social groups b) Government c) Both
12. ----- is an example of cognitive based purchase decisions.
 a) Snacks b) Car c) Juice
13. High rate of inflation and exchange rate ----- business sentiment in a country.

- a) Encourage b) promote c)discourage

14. -----segmentation examines mental character and predisposition connected with purchasing habits.

- a) Demographic b) Geographic c) Psychographic

SECTION B

Answer any *nine* questions from this section

2 x 9 = 18

15. Explain the importance of marketing to the marketer.
16. Explain any two characteristics of marketing mix.
17. Explain the following distribution alternatives with example.
- a) Intensive distribution b) Exclusive distribution
18. Write a short note on technological forces on macro environment.
19. What is Adjacent Segment Strategy?
20. What is Marketing Environment?
21. Define Consumer behavior .
22. Explain any *two* importance of consumer behavior .
23. Define Market segmentation.
24. Distinguish between micro environment and macro environment for a business.
25. Explain Reference Groups ?

SECTION C

Answer any six questions from this section

3x6 =18

26. Explain production concept .
27. State the various classification of product .

28. Explain any *three* social factors affecting consumer buying behavior .
29. Explain different types of publics .
30. Explain different types Targeting .
31. Explain any three common pricing strategies.
32. "anything that is value to others can be marketed " .In the light of the above statement explain the scope of marketing on the following basis
 - a) Ideas
 - b) places
 - c) Events
- 33 Explain the importance of Segmentation.

SECTION D

Answer any *two* questions from this section

5x2 =10

34. Difference between marketing and selling on the basis of Definition , Start , Effectiveness, Emphasis, and Price
35. What do you mean by price ? Explain the pricing techniques of Big Bazaar .
36. Explain the stages of Consumer Buying Decision Process.
37. Explain briefly various micro environment factors to a business.