

INTERNATIONAL INDIAN SCHOOL DAMMAM
MODEL EXAMINATION 2013-14
MARKETING

STD XI

Set A

TIME:3 HOURS
MARKS:60

INSTRUCTIONS:

- 1.All questions are compulsory.
- 2.Attempt all parts of the questions together.

- Q1.Explain needs, wants and demands as a feature of marketing. 2
- Q2.Explain Volume Segmentation. 2
- Q3.Define Target Marketing. 2
- Q4.What is the meaning of Macro Environment? 2
- Q5.Which product usually survive many uses? Give Two examples. 2
- Q6.What are the factors determining Marketing Mix? 3
- Q7.Market Segmentation helps to identify the companies' capabilities. Discuss. 3
- Q8Give any three merits of Advertising. 3
- Q9Discuss with suitable examples how market can be segmented on the basis of Psychographic segmentation. 3
- Q10.There is one and only one valid definition of business-"to create a customer". Discuss the statement keeping in view the nature and scope of marketing. 4
- Q11.Marketing Environment has been described as a process of process of adjusting controllable and uncontrollable factors. List these controllable and uncontrollable factors. 4
- Q12.Draw a neat label diagram of your favorite product giving all the necessary information relating to the product. 4
- Q13Explain Demographics and Lifestyles as a personal factor affecting consumers buying Behavior. 4
- Q14 What is the significance of marketing mix in the present day business environment 5
- Q15 What are the different stages in the Consumer Buying Decision Process. 5
- Q16.Explain Standardisation,Financing and Risk taking as a functions of marketing. 6
- Q17.What are the different Buying Motives of the Consumers? 6