

INTERNATIONAL INDIAN SCHOOL-DAMMAM
MODEL EXAMINATION 2014-2015
MARKETING (THEORY)

STD-XI

SET-A

TIME: 3 hours

MARKS-60

INSTRUCTIONS:

All questions are compulsory.

Attempt the parts of the questions together.

Five marks questions to be written in maximum of two pages.

1.is the feeling of deprivation of some satisfaction: (1)
(a)Needs (b) wants (c) demands
2.refers to the size of segmented market: (1)
(a)measurability (b) accessibility (c) substantiality
3. is the study of population: (1)
(a)psychographic (b)demographic (c)product segmentation
4. refers to the different quantities demanded by various segments. (1)
(a) Representability (b) nature of demand (c) accessibility
5. Is the combination of 4 P's: (1)
(a)marketing mix (b)segmentation (c)branding
6.is a name, sign or symbol used to identify the product. (1)
(a)branding (b)packaging (c) labeling
7. The most simple and shortest mode of distribution channel is..... (1)
(a)One level channel (b) two level channel (c) Zero level channel



8.is the process of covering wrapping or creating goods with a package.
(a)Advertisement (b)packing (c)branding (1)
9. is any group that exercises the positive or negative influence on a person's attitude, values.
(a)Reference group (b) opinion leader (c) social class (1)
10. What do you mean by market segmentation? (2)
11. What is meant by 'Rifle approach'? (2)
12. Define micro environment. (2)
13. What is marketing environment? (2)
14. What is meant by sales promotion? (2)
15. Explain Industrial products with example. (2)
16. Who is opinion leader? (2)
17. What do you mean by consumer behaviorism? (2)
18. What do you mean by problem recognition? (2)
- 19.What is marketing management? (2)
20. What are the facilitating functions of marketing? Explain any three. (3)
21. "Marketing is goal oriented."Describe. (3)
22. Distinguish between marketing and selling. (3)
23. What are the requirements of effective market segmentation?
Explain any three (3)
24. What is the importance of Environmental analysis (3)
25. What are the merits of personal selling? (3)
26. Explain the need hierarchy of Abraham Maslow. (3)
27. Explain the impact of Demographic and economic forces on Macro Environment (5)
28. What are five stages in consumer buying decision process? (5)