

INTERNATIONAL INDIAN SCHOOL DAMMAM

MODEL EXAMINATION 2015-16

CLASS: XI

MAX TIME: 3 HOURS

SUBJECT: MARKETING

MAX MARKS: 60

SET A

1. Middle men are also known as _____ 1
a. Consumers b. Producers c. Traders d. Customers
2. In PADRT what does 'P' stands for 1
a. Promotion b. Price c. Product d. Place
3. Lulu's "Half Pay Back" is an example for a sales promotional tool. Name the tool. 1
a) Rebate b) Refund c) Discount d) Quantity gift
4. A company can lower their supply cost & increase their _____ which can help them gain advantage. 1
a. Profit d. No. of suppliers c. Product quality d. No. of consumers
5. Demand for medical equipment & medical facilities will increase due to the increase in the population of _____ 1
a. Children b. Adults c. Elderly People d. Teenagers
6. A beggar does not have food and shelter. By which type of need is he motivated? 1
a. Social Need b. Physiological Needs c. Self Esteem Needs d. Self-Actualization
7. _____ clearly affects consumer buying behaviour. 1
a) Occupation b) Price c) Product d) All the above
8. The main purpose of market segmentation is to measure the change in the _____ of the consumers. 1
a. Demand b. Behaviour c. Benefits d. All the above

9. Which of the following is a maturity product? 1
a. Blade b. Ice cream c. Chocolates d. None of these
10. Define Market 2
11. What is marketing mix? 2
12. Define physical distribution 2
13. "These products are purchased by ultimate consumers". Identify the product and list how it is further Classified. 2
14. What is Product Segmentation? 2
15. What is User Status and Usage Rate? 2
16. What is Patronage Buying Motives? 2
17. What is Perception? 2
18. Who are Market Intermediaries? 2
19. What is Uncontrollable Factors? 2
20. Mr Tiwari is running a vegetable shop in Ahmedabad city. In order to sell pesticide free vegetable he used to collect the vegetables directly from the nearby village and sells it at a reasonable cost. Identify the value highlighted in the paragraph and explain direct channel of distribution. 3

21. Explain Standardization as a function of Marketing? 3
22. Define: a. Micro Marketing b. Marketing Management c. Marketer 3
23. Explain demographic forces. 3
24. What are Benefits Segmentation? 3
25. Name the psychologists who offered “General Theory of Motivation” and depict the theory diagrammatically. 3
26. Explain the classifications of Situational Factors. 3
27. “Segmenting refers to taking total heterogeneous market and dividing into small”. On the light of the above statement explain the requirements of effective segmentation. 5
28. Explain Economic forces of the macro environment. 5