

INTERNATIONAL INDIAN SCHOOL DAMMAM

SECOND TERM EXAMINATION - 2014-15

CLASS : XI

MAX MARKS: 60

SUBJECT: MARKETING

MAX TIME: 3 HOURS

SET- A

GENERAL INSTRUCTIONS:

- 1.All questions are compulsory.
2. Marks allotted to questions are indicated against each of them
3. Answers should be brief and to the point.

1. Define the term 'Marketing Management ' 2
2. What do you mean by Branding? 2
3. Define Environment Scanning. 2
4. Define 2 approaches of Market Segmentation. 2
5. Marketing is both an Art as well as Science. Comment. 3
6. Describe briefly Societal Marketing Concept 3
7. What are the importances of Environment Analysis? 3

P.T.O

8. Explain any 3 requisites of effective market segment. 3
9. Explain briefly the Facilitating functions of marketing. 4
10. 'A good label can attract attention, describe the product and stimulate the buyer to buy the 'In the light of the statement, draw a neat and attractive Label for a pack of juice. 4
11. Explain the need for continuous monitoring for market environment 4
12. What are the 2 approaches of Target Marketing? 4
13. Briefly explain any 6 features of Marketing. 6
14. Define Advertising. Explain its merits and demerits. 6
- 15 .Briefly explain Geographic and psychographic forces on Market Segmentation 6
16. Explain the impact of (i) Demographic and Economic forces on Macro Environment 6