INTERNATIONAL INDIAN SCHOOL DAMMAM
SECOND TERM EXAMINATION - 2014-15

CLASS : XI
SUBJECT: MARKETING

MAX MARKS: 60
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. What do you mean by Branding?
3. Define Environment Scanning.
5. Marketing is both an Art as well as Science. Comment.
6. Describe briefly Societal Marketing Concept
7. What are the important aspects of Environment Analysis?

P.T.O
8. Explain any 3 requisites of effective market segment.

9. Explain briefly the Facilitating functions of marketing.

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.

11. Explain the need for continuous monitoring for market environment.

12. What are the 2 approaches of Target Marketing?

13. Briefly explain any 6 features of Marketing.


15. Briefly explain Geographic and psychographic forces on Market Segmentation.

16. Explain the impact of (i) Demographic and Economic forces on Macro Environment.