INTERNATIONAL INDIAN SCHOOL – DAMMAM SECOND TERMINAL EXAMINATION – 2015 -2016

Class: XI Max. Marks: 60 Subject: Marketing Time : 3 hrs. SET A **GENERAL INSTRUCTIONS:** All questions are compulsory. • Marks allotted to questions are indicated against each of them. • Answers should be brief and to the point. 1 The highest level need in Maslow's need hierarchy are -----a) Self – esteem needs c) security needs b) Self – actualisation needs d) social needs The customer's estimate of the product's overall capacity to satisfy 1 his / her needs. c) value a) Cost b) Demand d)satisfaction When a single marketing mix is directed at a single market segment it is called ----a) Reseller market c) differentiated market b) Concentrated market d) none of these ----- Provide resources that are needed by the company. 1

c) public

d)customers

1

2

3

a) Market intermediaries

b) Suppliers

5	is the size of segmented market.		1
	a) Measurabilityb) Accessibility	c) substantiality d)representability	
6	buying motives are those which are based on logical reasoning and consideration of economic consequences.		1
	a) Emotional motivesc) patronage motivesb) Internal motives d) rational motives		
7	The marketing concept which was widely used during the industrial Revolution.		1
	a) Selling conceptc) exchange conceptb) Production concept d) marketing concept		
8	Any group that exercises a positive or negative influence on a person's attitudes, values and behavior.		1
	a) Reference groupc) social classes b) Opinion leaderd) none of these		
9	Organization buying goods and services with a view to sell them others for a profit.		1
	a) Consumer marketb) Reseller market	c) international market d) industrial market	
10	Who is an Opinion leader?		2
11	Define the term marketing management.		2
12	Define macro environment.		2
13	What is meant by Target marketing? Name 2 approaches of target marketing.		2

14	Define the term environment scanning.	
15	Define market segmentation.	
16	What is psychographic segmentation?	2
17	What do you understand by consumer behavior?	2
18	Define shotgun approach. Give one example.	
19	What is marketing environment?	
20	"Marketing is both an art as well as a science". Comment.	
21	Discuss the benefits of market segmentation in relation to minimization of aggregation risk. Give suitable examples in support of your answer.	3
22	Explain Maslow's Hierarchy of Needs.	3
23	Explain the first three stages in consumer buying decision process.	3
24	How will increases in population of elderly persons affect the marketing environment?	
25	Differentiate between marketing and selling on the basis of	3
	(a) Objective (b) Beginning and end (c) Emphasis	
26	Explain the importance of environment analysis.	3
27	Briefly explain any 5 facilitating functions of marketing.	5
28	"In India family and social class play considerable role in shaping consumer behavior". Discuss the statement and also highlight the role of Psychological factors in determining consumer behavior.	5