

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 ----- 1
- a) Self – esteem needs c) security needs
b) Self – actualisation needs d) social needs
- 2 The customer's estimate of the product's overall capacity to satisfy his / her needs. 1
- a) Cost c) value
b) Demand d) satisfaction
- 3 When a single marketing mix is directed at a single market segment it is called ----- 1
- a) Reseller market c) differentiated market
b) Concentrated market d) none of these
- 4 ----- Provide resources that are needed by the company. 1
- a) Market intermediaries c) public
b) Suppliers d) customers

14	Define the term environment scanning.	2
15	Define market segmentation.	2
16	What is psychographic segmentation?	2
17	What do you understand by consumer behavior?	2
18	Define shotgun approach. Give one example.	2
19	What is marketing environment?	2
20	“Marketing is both an art as well as a science”. Comment.	3
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?	3
25	Differentiate between marketing and selling on the basis of (a) Objective (b) Beginning and end (c) Emphasis	3
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
