

INTERNATIONAL INDIAN SCHOOL DAMMAM

FIRST TERM EXAMINATION 2017 – 18

CLASS: XI

MAX. MARKS: 60

SUBJECT: MARKETING

MAX TIME: 3 HOURS

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. Marketers builds company's reputation by creating ..... of company in general public's eyes.

- a) Sales
- b) Image
- c) Logo
- d) None of above 1

2. Market offering can be combination of

- a) Product & services
- b) Information
- c) Places
- d) All of above 1

3. Market consists of

- a) Potential buyers
- b) Actual buyers
- c) Both a and b
- d) None of the above 1

4. .... makes products but not in factories.

- a) Manufacturers
- b) Producers
- c) Consumers
- d) Retailers 1

5. These are the set of strategies which a multi-product firms usually adopt .....

- a) Product Line
- b) Price Line
- c) Promotion Line
- d) Place Line 1



6. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of .....
- a) Pricing
  - b) Distribution
  - c) Product development
  - d) Promotion 1
7. The way in which the product is delivered to meet the customer's need refers to: -
- a) New product concepts
  - b) Selling
  - c) Advertising
  - d) Place or distribution decisions 1
- 8 The term "marketing mix" describes .....
- a) A composite analysis of all environmental factors inside and outside the fir
  - b) A series of business decisions that aid in selling a product
  - c) The relationship between a firm's marketing strengths and its business weaknesses
  - d) A blending of four strategic elements to satisfy specific target markets 1
9. The 4 C's of consumer oriented model of marketing mix consists of .....
- a) Consumer, cost, courtesy, communication
  - b) Consumer, cost, caring, communication
  - c) Consumer, cost, convenience, communication
  - d) None of the above 1
10. Define the term wants and needs. 2
11. What do you mean by the term "Exchange Process"? 2
12. Explain how marketing helps in building company reputation. 2
13. Define production concept. 2
14. According to Philip Kotler what does the term marketing means? 2
- 15.Explain the concept of marketing mix. 2
16. What is market penetration pricing? 2
17. What do you understand by the term physical evidence? 2
18. Explain the terms flexible concept and constant monitoring. 2
- 19.Explain why marketing mix is the core of marketing process and marketing mix has to be reviewed constantly in order to meet the changing requirements? 2

20. "The scope of marketing is very wide". On the above context explain the scope of marketing from the point of view of
- a. Experience
  - b. Events
  - c. Ideas
21. Explain the term Product Concept. 3
22. What is selling concept and state the disadvantage associated with this concept? 3
23. Organization can employ distribution alternatives on the basis of their products. On the basis of above context explain the different types of distribution. 3
24. Explain any three pricing techniques of big bazaar. 3
25. Explain the terms advertising, sales promotion and personal selling. 3
26. Define the term product and explain its categories on the basis of usage and durability of goods. 3
27. Explain diagrammatically in detail the academic model of needs proposed by the eminent psychologist Abraham Maslow. 5
28. Explain all the banking products offered by ICICI bank for its customers. 5