

**INTERNATIONAL INDIAN SCHOOL, DAMMAM**

**SECOND TERM EXAMINATION 2017-'18**

**CLASS: XI**

**MAX. MARK: 60**

**SUBJECT: MARKETING**

**MAX. TIME: 3 HOURS**

**SET - A**

**GENERAL INSTRUCTIONS:**

- (i) This question paper is divided into four sections
  - (ii) Section A contains 14 questions carrying one mark each. Answer all these questions.
  - (iii) Section B contains 11 short answer type questions carrying two marks each.  
Answer any *nine* of these questions.
  - (iv) Section C contains 8 short answer type questions carrying three marks each.  
Answer any *six* of these questions.
  - (v) Section D contains 4 long answer type questions carrying five marks each.  
Answer any *two* of these questions.
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**SECTION A**

- 1. The state of being deprived of something
  - a) Needs    b) Wants    c) Demands
- 2. Marketing is the core business discipline which covers
  - a) Promotion    b) Public relations    c) Both a and b
- 3. The "Ultimate driving machine" is the positioning statement of
  - a) Honda    b) BMW    c) Renault
- 4. When a market is segmented and marketing resources are limited, the marketer may decide to pursue a \_\_\_\_\_ segment strategy
  - a) Niche    b) Adjacent    c) Large

5. Identify the middle path approach to distribution
  - a) Selective      b) Exclusive      c) Intensive
6. A business survives and grows if it
  - a) Does not adapt to external environmental changes      b) Remains indifferent
  - c) Adapts to external environmental changes
7. Which one of the 4Ps is responsible for direct mail?
  - a) Promotion      b) Place      c) Product
8. The need of the highest order in Maslow's Hierarchy of Needs
  - a) Self- actualisation      b) Esteem      c) Physiological
9. Which marketing concept believes in the ideology of "Good product will sell itself"?
  - a) Selling      b) Product      c) Marketing
10. The match between customer expectations of the product and the product's actual performance is called
  - a) Market offering      b) Experience      c) Customer satisfaction
11. Sociologists assess \_\_\_\_\_ which negatively affects a company's reputation if they are known for damaging the physical environment.
  - a) Social cost      b) Financial cost      c) Both
12. Caste, occupational structure and population shifts from rural to urban areas are
  - a) Political factors      b) Socio-cultural factors      c) Economic factors
13. Large companies use \_\_\_\_\_ and other means to inform and motivate their internal publics.
  - a) Billboards      b) Newsletters      c) Catalogues
14. The organizations buying for producing other goods and services
  - a) Reseller market      b) International market      c) Industrial market

### SECTION B

Answer any nine questions from this section

2 x 9 = 18

15. Explain the importance of marketing to the society.
16. Define Market segmentation.
17. Briefly describe the first two steps involved in developing a marketing mix.
18. Distinguish between micro environment and macro environment for a business.
19. What do you mean by the term Customer Value?
20. Define Environmental Scanning.
21. What is Mass Marketing Strategy?
22. Write a short note on demographic forces.
23. Explain the bases of positioning.
24. Define Publics and explain the term Financial Publics.
25. Explain the following pricing techniques of Big Bazaar
  - a) Bundling
  - b) Value pricing

### SECTION C

Answer any six questions from this section

3 x 6 = 18

26. Differentiate between marketing and selling concepts on the basis of the following:-
  - a) Marketing mix
  - b) Price
  - c) View on business
27. Explain the three types of competition.
28. What do you mean by Multi-segment Strategy?
29. How do suppliers influence firm's decision making? Discuss.
30. Explain any three common pricing strategies.

31. Write a short note on the following:-
- a) Usage status      b) Brand loyalty levels      c) Psychological life cycle
32. “Anything that is of value to others can be marketed”. In the light of the above statement explain the scope of marketing on the following basis
- a) Information      b) Places      c) Organisations
33. Explain the importance of environmental scanning from the point of view of
- a) Image building      b) Continuous learning      c) Determining opportunities

**SECTION D**

Answer any two questions from this section

5 x 2 = 10

34. What is positioning? Explain the positioning process with the help of a flow chart.
35. Define Marketing Mix and elucidate any four characteristics of it.
36. “An organisation benefits from the process of segmentation in a number of ways”  
In the light of the statement explain the importance of market segmentation.
37. What do you understand by promotion?  
“Promotion includes four main tools”. Explain each of these tools.

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