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Code Number	A
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INDIAN SCHOOL MUSCAT FINAL TERM EXAMINATION

MARKETING

CLASS: XI

Sub. Code: 812

Time Allotted: 3 Hrs.

14.02.2019

Max. Marks:60

General Instructions:

1. All questions are compulsory
2. Question Nos.01 to 06 are very short answer questions/MCQ's of 1 mark each.
3. Question Nos.07 to 10 are very short answer questions of 2 marks each. These are to be answered in about 30 words each.
4. Question Nos. 11 to 15 are short answer questions of 3 marks each. These are to be answered in about 60 words
5. Question Nos.16 to 19 are short answer questions of 4 marks each. These are to be answered in about 70 words.
6. Question Nos. 20 to 22 are long answer questions of 5 marks each. These are to be answered in 100 words each.
7. Answer should be brief and to the point and the above word limit be adhered to as far as possible.

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| 1. | Define Environmental Threat and Opportunity Profile (ETOP). | 1 |
| 2 | A company's brand positioning relates to: (Choose the correct alternative)
(a) The market share
(b) The way consumers perceive it in comparison with competitors
(c) Determining target customer's needs
(d) Its product features relative to other brands. | 1 |
| 3 | A power supplier, the segments may include domestic users, government users, commercial establishments, occasional users. Etc. the power supplier would serve all the segments at the same time. This strategy is known as: (choose the correct alternative)

(a) Adjacent segment strategy
(b) Multi-segment strategy
(c) Large segment strategy
(d) Small segment strategy. | 1 |
| 4 | Define consumer behavior. | 1 |

5	Which basic property of a service makes it different from a product? (choose the correct alternative)	1
	(a) Shape (b) Size (c) Intangibility (d) Very expensive.	
6	What is societal marketing?	1
7	What is positioning? State the two basis of positioning used by marketers.	2
8	Differentiate between the decision making process of high involvement and low involvement products.	2
9	Distinguish between market penetration pricing and market skimming pricing.	2
10	What is targeting? Mention the need for targeting.	2
11	Write a note on psychographic segmentation.	3
12	Name the following:	3
	(a) A person who first gets the thought or gives the idea of buying the particular product. (b) The person who finally determines part or whole of the buying decision. (c) The person who changes the product to usable form for consumption.	
13	Explain the scope of marketing in the areas of:	3
	(a) People and (b) Information	
14	Technology adoption helps to gain competitive advantage to the business firm.” Explain?	3
15	Explain any three importance of marketing to marketers	3
16	Which marketing mix manages public relations? Differentiate between advertising and public relations.	4
17	Briefly explain the cultural factors that affect the consumer buying behavior.	4
18	Difference between marketing concept and selling concept.	4
19	Briefly explain the characteristics of Marketing Mix.	4
20	“An environmental scanning is a key to business success”. Justify the statement with its importance.	5
21	Describe the importance of studying consumer behavior by a business.	5

22 Briefly explain the following:

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- (a) Mass marketing strategy
- (b) Adjacent segment strategy

End of the Question Paper