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<b>Code Number</b>	<b>B</b>
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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 scanning.   | 1 |
| 2  | A company's brand positioning relates to: (Choose the correct alternative) | 1 |
|    | (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.                         |   |
| 3  | Give an example of a product which can be segmented on seasonal basis.     | 1 |
| 4  | What is societal marketing?  | 1 |
| 5  | Which one of the following is a characteristics of service                 | 1 |
|    | (a) It can be touched and viewed   |   |
|    | (b) It can be stored   |   |
|    | (c) It cannot be separated from the service provider                       |   |
|    | (d) None of the above.   |   |

6	Define the term ‘Public’.	1
7	What is targeting? State the factors affecting needs of targeting.	2
8	How does economic condition and lifestyle influence the consumer’s purchasing power?	2
9	Distinguish between market penetration pricing and market skimming pricing.	2
10	Differentiate between large segment strategy and small segment strategy.	2
11	Explain the scope of marketing in the areas of: (a) People and (b) Information	3
12	Briefly explain the different type of competition.	3
13	“If the company targets more of customer’s needs, they will come back again and again and even bring along other customers”. In the light of this statement discuss the importance of marketing to customers.	3
14	Name the following:  (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.	3
15	What is positioning? Explain the two basis of positioning used by marketers.	3
16	Difference between marketing concept and selling concept.	4
17	Briefly explain the characteristics of marketing mix.	4
18	Briefly explain the cultural factors that affect the consumer buying behavior.	4
19	Promotion includes four main tools. Explain each of these tools.	4
20	Briefly explain the following:  (a) Mass marketing strategy (b) Adjacent segment strategy	5
21	Describe the various stages of the consumer decision making process.	5
22	“An environmental scanning is a key to business success”. Justify the statement with its importance.	5

**End of the Question Paper**