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A



INDIAN SCHOOL MUSCAT HALF YEARLY EXAMINATION

MARKETING

CLASS: XI

Sub. Code: 812

Time Allotted: 3 hours

16.09.2019

Max. Marks: 60

General Instructions:

- (i) This question paper contains 33 questions out of which the candidate needs to attempt any 25 questions.
- (ii) Question paper is divided into two sections.

Section A

- Multiple choice questions/ Fill in the blanks/ Direct questions: contains total 12 questions of 1 mark each. Answer **any 10** questions.
- Very short answer type questions: contains total 7 questions of 2 marks each. Answer any 5 questions.
- Short answer type questions: contains total 7 questions of 3 marks each. Answer any 5 questions.

Section B

- Long answer/ Essay type questions: contains total 7 questions of 5 marks each. Answer any 5 questions.

Section A

Answer any ten of the following questions:

1. _____ starts before the production of goods but continues after selling of products. 1
2. What do you mean by business environment? 1
3. Give the meaning of the term segmentation of market. 1
- The public comes to know about the product of the company through:
4. (a) Television (c) Radio 1
(b) Newspaper (d) All of the above
5. The nature of goods and services demanded in a society depends upon _____. 1
(a) Fashion trends (c) Future expectations
(b) People's attitude, customs, socio-cultural value (d) None of the above

6. A company's brand positioning relates to:
- (a) The way consumers perceive it in comparison with competitors
 - (b) Its product features in relation to other brand
 - (c) The price of the product in comparison with competitors products
 - (d) The market share
7. Define the term 'Marketing'.
8. Advancement in technology leads to greater productivity, higher quality and _____ the cost of production.
- (a) Lower
 - (b) Higher
 - (c) Stabilise
 - (d) No change to
9. Mention any two factors affecting the need of targeting.
10. Differentiate between a product and service.
11. Exposure to western modern culture and population shifts from rural to urban areas are:
- (a) Legal forces
 - (b) Socio-cultural forces
 - (c) Political forces
 - (d) Demographic forces
12. How does a business segment the market on the basis of 'brand loyalty levels' under behavioural segmentation?
- Answer any five of the following questions:**
13. Differentiate between customer value and customer satisfaction.
14. How do technological forces influence the organisation's marketing decisions and activities?
15. Distinguish between physical positioning and perpetual positioning.
16. 'Supplier is one of the micro environment factors which affect the marketing manager's ability to serve customers'. Explain.
17. Write the difference between a need and a demand with an example.
18. Select two segments to which 'Olive oil' can be sold.
19. What do you mean by marketing intermediaries? How do they influence the marketing decisions of management?
- Answer any five of the following questions:**
20. Explain the following scope of marketing:
- (a) Experience
 - (b) People
 - (c) Places
- Elaborate the following terms:
21. (a) Environmental scanning (c) Macro environmental factors
- (b) Micro environmental factors
22. Describe the three variables used for the psychographic segmentation of a product.

23. 'Marketing becomes a major integrative function of an organization'. Discuss the importance of marketing to marketers. 3
24. Discuss the three types of competition in the market. 3
25. Explain the following concepts of marketing:
(a) Production concept (b) Product concept (c) Marketing concept
26. Discuss how globalization and liberalization affect a firm's productivity. Will this factor be considered as micro or macro environmental force which influence management's decisions? Why? 3

Section B

Answer any five of the following questions:

27. Explain any five differences between marketing concept and selling concept. 5
28. What do you mean by 'publics'? Explain any four 'publics' affecting a business decision making. 5
29. 'Marketers must understand different purchase combinations that satisfy the need'. Explain the importance of segmentation of a market. 5
30. Discuss Maslow's Hierarchy of Needs. 5
31. 'The environmental scanning is important for the organisations in modern times'. Explain. 5
32. 'The search for the best prospects among all consumers is called target marketing'. Explain any five types of targeting. 5
33. Describe any five basis of dividing the market under personal demographic segmentation. 5

End of the Question Paper