

<b>Roll Number</b>		
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## INDIAN SCHOOL MUSCAT FIRST PERIODIC TEST

### MARKETING

CLASS: XI

Sub. Code: 812

Time Allotted: 50 mts.

02 .12.2018

Max. Marks: 20

#### **GENERAL INSTRUCTIONS:**

- All Questions are compulsory.
- Marks are indicated against each question.
- Answer should be brief and to the point.

1. Define Marketing Mix. 1
2. Avinash wants to open a tailoring shop in a colony. Name and explain the suitable pricing method for providing his services. 1
3. What is intensive distribution? 1
4. Classify the product on the basis of durability. Give examples. 2
5. Elaborate any three features of marketing mix. 3
6. Differentiate between advertising and public relation 3
7. Briefly explain the importance of marketing mix. (Any four points) 4
8. Discuss the steps involved in developing a marketing mix. 5

**End of the Question Paper**