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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 questions
- Answer should be brief and to the point.

1. Define selective distribution. 1
2. It is the path or route along which goods move from producers or manufacturers to ultimate consumers or industrial users. Identify the concept. 1
3. Name two types of marketing mix. 1
4. Briefly explain any two features of marketing mix. 2
5. What are the objectives of advertising? 3
6. State 4C's in Consumer Oriented model of marketing mix. Explain any one. 3
7. Define Product. Classify product on the basis of usage. Give examples. 4
8. Briefly explain the characteristics of Marketing Mix. 5

End of the Question Paper