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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 Exclusive distribution. 1
2. A paid form of communication designed to persuade potential customers to choose the product or service over that of a competitor. Identify the concept. 1
3. Branding is a -----decision 1
Price b. Promotion c. Product d. Place
4. Briefly explain any two features of marketing mix. 2
5. State whether the following statements are true or false. Give reasons. 3
(a) People are one of the components of 4P's of marketing mix.
(b) Marketing mix is applicable to only non-business organization.
(c) Marketing mix is a static concept.
6. Define product. Classify the product on the basis of tangibility. Give examples. 3
7. What is price? Distinguish between market penetration pricing and market skimming pricing. 4
8. Discuss the importance of marketing mix. 5

End of the Question Paper