

Roll No.

Code Number: A



INDIAN SCHOOL MUSCAT FIRST TERM EXAMINATION



Class: XI

MARKETING

Time Allotted: 3 Hrs

23.09.2018

Sub. Code: 812

Max. Marks: 50

General Instructions:

1. All questions are compulsory.
2. Marks for questions are indicated against each.
3. Question Nos. 01 to 06 are very short answer questions/MCQ's of 1 mark each.
4. Question Nos. 07 to 12 are short answer questions of 2 marks each. These are to be answered in about 30 words each.
5. Question No. 13 to 16 is a short answer question of 3 marks. This is to be answered in about 60 words each.
6. Question No. 17 and 18 are short answer question of 4 marks. This is to be answered in about 70 words each.
7. Question No. 19 and 20 are long answer question of 6 marks. This is to be answered in about 100 words each.
8. Answer should be brief and to the point and the above word limit be adhered to as far as possible.

1. Fill in the blank with appropriate answers: 1
_____ starts before production of goods but continues after selling of products.
2. A market consists of : (Choose the correct alternative) 1
 - (a) Potential buyers
 - (b) Actual buyers
 - (c) Both (a) and (b)
 - (d) None of the above
3. A business survives and grows if it: (Choose the correct alternative) 1
 - (a) Does not adapt to external environmental changes.
 - (b) Remains indifferent
 - (c) Adapts to external environmental changes
 - (d) None of above
4. What is meant by 'segmentation'? 1

5. A company's brand positioning relates to: (Choose the correct alternative) 1
 - (a) The way consumers perceive it in comparison with competitors
 - (b) The market share
 - (c) Its product features relative to other brands
 - (d) Determining target customers' needs
6. Fill in the blank with appropriate answers: 1
If separate products and programmes are designed for different segments it is called ---
-----.
7. What is customer value? How is it expressed? 2
8. State any two importance of marketing to marketers. 2
9. Define the following terms: 2
 - (a) Environmental scanning
 - (b) Environmental Threat and Opportunity Profile
10. What is the main difference between 'macro environment' and 'micro environment' for a business? 2
11. Name the two basis of positioning used by marketers. 2
12. State, in brief, with reason, whether following statements are correct/incorrect: 2
 - (a) A Rolls-Royce is not in competition with Maruti Alto.
 - (b) A company should not attempt to compete in all segments with the same product.
13. Briefly explain any three objectives of marketing for a company. 3
14. How does demographic environmental information help firms? 3
15. Briefly explain the three types of competition in the micro environment of a firm. 3
16. What is the need for positioning a product in the market? 3
17. 'Technology adoption helps to gain competitive advantage to the business firm'. Explain how? 4
18. What is meant by psychographic segmentation? Explain any two psychographic variables that a marketer must understand to segment the market. 4
19. Distinguish between 'marketing concept' and 'selling concept' 6
20. Explain the different types of targeting strategies used by marketers to search for the best prospects for their products among all consumers. 6

End of the Question Paper