

Roll Number		
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Code Number **C**



INDIAN SCHOOL MUSCAT FIRST TERM EXAMINATION



MARKETING

CLASS: XI

Sub. Code: 812

Time Allotted: 3 Hrs

23.09.2018

Max. Marks: 50

General Instructions:

1. All questions are compulsory.
2. Marks for questions are indicated against each.
3. Question Nos. 1 to 6 are very short answer questions/MCQ of 1 mark each.
4. Question Nos. 7 to 12 are short answer question of 2 marks each. These are to be answered in about 30 words each.
5. Question Nos. 13 to 16 are short answer questions of 3 marks each. These are to be answered in about 60 words each.
6. Question Nos. 17 and 18 are short answer questions of 4 marks each. These are to be answered in about 70 words.
7. Question Nos. 19 & 20 are long answer questions of 6 marks each. These are to be answered in about 100 words.
8. Answer should be brief and to the point and the above word limit be adhered as far as possible.

1. Customer value is the difference of total customer benefits and (Choose the correct answer) 1
 - (a) Total customer experience
 - (b) Total customer cost
 - (c) Warranty
 - (d) None of the above.

2. Geography and demographics if clubbed it is known as: 1
 - (a) Socio-cultural segmentation
 - (b) Demographic segmentation
 - (c) Geo demographic segmentation
 - (d) None of the above.

3. A company's brand positioning relates to : 1
 - (a) The way consumers perceive it in comparison with competitors
 - (b) The market share
 - (c) Its product features relative to other brands
 - (d) Consumer's preference change.

4	Define demand.	1
5	Enumerate few uncontrollable factors in the marketing environment.	1
6	State the pillars of modern marketing strategy.	1
7	What is the difference between a need and a want?	2
8	What do you understand by 'Environment scanning'? Why is it necessary for a business?	2
9	What is positioning? What are the bases of product positioning?	2
10	How does demographic environmental information help firms?	2
11	Explain the scope of marketing in the areas of (i) experience (ii) Information.	2
12	Write a note on Psychographic Segmentation.	2
13	Differentiate between static and dynamic environment with examples.	3
14	"If the company targets more of customer's needs, they will come back again and again and even bring along other customers". In the light of this statement discuss the importance of marketing to customers.	3
15	"Technology adoption helps to gain competitive advantage to the business firm". Explain how?	3
16	Briefly explain the following: (i) Geographic segmentation (ii) Behavioural segmentation. (iii) Socioeconomic segmentation	3
17	What do you mean by publics? Describe any three types of publics affecting a business decision making.	4
18	What is targeting? Explain any three types of target marketing.	4
19	What does the term marketing mean? Briefly explain the objectives of marketing.	6
20	Define market segmentation and discuss the importance of segmentation.	6

End of the Question Paper