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INDIAN SCHOOL MUSCAT SECOND PERIODIC TEST

MARKETING

CLASS: XI

Sub.Code: 812

TimeAllotted:50mts.

06.01.2019

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 consumer behavior. 1
2. Name two types of purchase decision. 1
3. What is cognitive dissonance? 1
4. Name the following concept. 2
 - (a) A person who permits the flow of certain information and restricts flow of some set of information.
 - (b) A person who finally determines part or whole of the buying decision.
5. Why do marketers need to study psychological factors related to consumer behavior? 3
6. Fill in the blanks: 3
 - (a) In a society, the -----can be made by over viewing religion, customs, language, traditional arts, work-patterns of people.
 - (b) Individuals with the same needs might not purchase similar products due to difference in -----
 - (c) The -----is a person who first gets the thought or gives the suggestion/idea of buying the particular product.
7. Why is the study of Consumer Behaviour important for a firm? 4
8. Describe the various stages of the consumer decision making process. 5

End of the Question Paper