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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 questions
Answer should be brief and to the point.

1. What is the difference between individual consumer and organizational consumer? 1
2. What do you mean by Evoked set? 1
3. “This stage motivates the individual to achieve the desired state of affairs”. Identify this stage in consumer decision process. 1
4. Fill In the blanks 2
 - (a) -----is a person who directly or indirectly has some influence on the final buying decision of others.
 - (b) An individual who is satisfied with a particular product will show a ----- towards buying the same product again.
5. How does motivation drive consumers to develop a purchasing attitude towards a product? Explain. 3
6. ‘Cultural factors and sub-cultural factors are very helpful in studying consumer behaviour’. Discuss. 3
7. Why is it important to study the post purchase behavior? 4
8. Explain the various social factors which influence consumer behavior in a society. 5

End of the Question Paper