

<b>Roll Number</b>		
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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 consumer and customer? 1
2. Define consumer behavior. 1
3. What do you mean by a reference group? 1
4. Discuss the role played by personality to determine consumer behavior in a market. 2
5. Fill in the blanks: 3
  - (a) Consumers generally spend-----to make purchase decisions for high-involvement products than to those for low-involvement products.
  - (b) Consumers are generally satisfied if purchases meet with their -----
  - (c) The -----is the person who changes the product to usable form for consumption.
6. How does economic condition and life style indicate consumers purchasing behavior? 3
7. State the various stages of the consumer decision making process. Explain any one. 4
8. Briefly explain the importance of studying consumer behavior. 5

**End of the Question Paper**