

13/4

Roll Number		
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INDIAN SCHOOL MUSCAT FIRST PERIODIC ASSESSMENT

MARKETING

CLASS: XI

Sub. Code: 812

Time Allotted: 50 Minutes

14.11.2019

Max. Marks: 20

General Instructions:

- All questions are compulsory.
- M C Q questions should be written with option and answer.
- 1 mark question is to be answered in 30 words.
- 2 marks question is to be answered in 60 words each.
- 3 marks question is to be answered in 70 words.
- 5 marks questions are to be answered in 100 words.

1. A company's brand positioning relates to:
 - (a) The way the consumers perceive it in comparison with the competitors
 - (b) The market share
 - (c) Its product features relative to other brands
 - (d) None of the above

1
2. Which marketing mix manages public relations?
 - (a) Product
 - (b) Price
 - (c) Promotion
 - (d) Place

1
3. Give an example of a product which can be segmented on seasonal basis.

1
4. What do you mean by intensive distribution?

1
5. Mention the meaning of 'Positioning of a product'?

1
6. Distinguish between market penetration pricing and market skimming pricing strategies.

2
7. Explain any three basis for market segmentation under psychographic segmentation.

3

8. Explain the following elements of 7 P's of marketing mix:

- (a) Physical evidence (b) Process (c) Place (d) People
(e) Promotion

5

9. Discuss any 5 types of targeting strategies used by marketers to search for the best prospects for their products among all customers.

5

End of the Question Paper