



INDIAN SCHOOL MUSCAT

SECOND PERIODIC ASSESSMENT

MARKETING

CLASS: XI

Sub. Code: 812

Time Allotted: 50 Minutes

06.01.2020

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.

- Which one of the 4 P's is responsible for direct mail? 1
a) Product b) Promotion c) Place d) Prince
- Define marketing mix? 1
- Branding is adecision. 1
a) product b) price c) promotion d) place
- is the person who first gets the thought or gives the idea of buying a particular product. 1
- The buying process starts when the buyer recognises a 1
a) product c) a salesman's visit
b) an advertisement for a product d) a problem or need
- How does the cultural factors influence the consumers buying behavior? 2
- Explain the following three roles played by consumer in different kinds of purchase situations? 3
a) Influencer b) Decider c) Gatekeeper
- Discuss the characteristics of marketing mix? 5
- Identify the steps involved in consumer decision making process of a new car (high involvement) and explain the stages. 5



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1. Define marketing mix? 1

2. is the person who first gets the thought or gives the idea of buying a particular product. 1

3. Which one of the 4 P's is responsible for direct mail? 1
 a) Product b) Promotion c) Place d) Price

4. The buying process starts when the buyer recognises a 1
 a) product c) a salesman's visit
 b) an advertisement for a product d) a problem or need

5. Branding is adecision. 1
 a) product b) price c) promotion d) place

6. How do the cultural factors influence the consumers buying behavior? 2

7. Explain the following three roles played by consumer in different kinds of purchase situations? 3
 (a) Influencer (b) Decider (c) Gatekeeper

8. Explain the importance of studying consumer behavior by a business. 5

9. Discuss the characteristics of marketing mix? 5

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1. Branding is adecision.

1 product

b) price

c) promotion

d) place

2. is the person who first gets the thought or gives the idea of buying a particular product.

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3. Define marketing mix?

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4. The buying process starts when the buyer recognises a

1

a) product

c) a salesman's visit

b) an advertisement for a product

d) a problem or need

5. Which one of the 4 P's is responsible for direct mail?

1

a) Product

b) Promotion

c) Place

d) Price

6. How do the cultural factors influence the consumers buying behavior?

2

7. Explain the following three roles played by consumer in different kinds of purchase situations? 3

(a) Influencer

(b) Decider

(c) Gatekeeper

8. Discuss the characteristics of marketing mix?

5

9. Define consumer behavior. Explain the various psychological factors that influence the consumer buying behavior.

5

End of the Question Paper