

Roll Number		
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SET

A



INDIAN SCHOOL MUSCAT
SECOND PERIODIC TEST
MARKETING (812)

CLASS: XI

16.01.2023

Time Allotted: 50 Mins.

Max. Marks: 20

GENERAL INSTRUCTIONS

1. Please read the instructions carefully.
2. This Question Paper consists of **9 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. Out of the given (2 + 7 =) 9 questions, a candidate has to answer (2 + 4 =) 6 questions in the allotted (maximum) time of 50 Minutes
5. All questions of a particular section must be attempted in the correct order.

SECTION A - OBJECTIVE TYPE QUESTIONS (8 MARKS):

This section has 02 questions. Do as per the instructions given.

SECTION B – SUBJECTIVE TYPE QUESTIONS (12 MARKS):

This section contains 7 questions. A candidate has to do 4 questions.

Marks allotted are mentioned against each question/part.

SECTION A - OBJECTIVE TYPE QUESTIONS

Q. 1 Answer any 4 out of the given 5 questions (1 x 4 = 4 marks)

- i. At this stage, the consumer has evaluated each alternative in the evoked set based on his/her personal set of evaluative criteria and lowered the alternatives down to one. Identify the stage. 1
- ii. Cognitive dissonance will lead to _____ 1
- iii. Consumers are generally satisfied if purchases meet with their-----, 1
 - a) Experience
 - b) Excitement
 - c) Past experience
 - d) Expectation
- iv. This stage motivates the individual to achieve the desired state of affairs. Which stage? 1
 - a) Information Search
 - b) Problem Recognition
 - c) Purchase Decision and Action
 - d) Evaluation of Alternatives
- v. What motivates consumers and their decision making strategies for different products is an example of _____ factor which influence consumer buying behavior. 1

Q. 2 Answer any 4 out of the given 5 questions (1 x 4 = 4 marks)

- i. _____ is the collection of inner psychological attributes that characterize the outer behavior an individual in terms of individual differences. 1
- ii. Identify the roles played by each consumers 1
 - i. Maintainer
 - ii. Influencer
- iii. The Wild Planet toy company, based on the video, studies the consumer behavior of: 1
 - a) Product purchasers (parents)
 - b) Product users (kids)
 - c) Product disposer
 - d) Product maintainer
- iv. The buying process starts when the buyer recognizes a _____ 1
 - a) Product or Service
 - b) Shop or Market
 - c) Need or Problem
 - d) Money or Status
- v. An individual purchasing a new TV for themselves. Identify the individual as 1
 - a) Consumer
 - b) Customer
 - c) Both consumer and customer
 - d) Buyer

SECTION B -SUBJECTIVE TYPE QUESTIONS

Answer any 1 out of the given 2 questions in 20–30 words each (2x1=2marks)

- Q.3 How does consumer behaviour help in determining the marketing mix by the firms? 2
- Q.4 What do you mean by an ‘opinion leaders’? Explain how ‘opinion leaders’ influence consumers buying behaviour. 2

Answer any 2 out of the given 3 questions in 30–50 words each (3x2=6marks)

- Q.5 Define consumer behavior and explain the main constituents of consumer behavior. 3
- Q.6 Explain the main social factors which influence the consumers buying behavior. 3
- Q.7 Consumer is the person who purchases the product but may not directly consume it. True/False. Justify your answer. 3

Answer any 1 out of the given 2 questions in 50 – 80 words each (4x1=4marks)

- Q.8 LIC provides its insurance cover to suit the needs of different types of customers- Jeevan Suraksha (Financial security and post-retirement benefits), Asha Deep II (Medical covers), Jeevan Shree (to retain key individuals in the organisation), Jeevan Surabhi (Money back with rising insurance cover), Jeevan Mitra (double benefit endowment plan), Money Back (for periodic cash flows), and Bima Kiran (for low-cost, high insurance cover). Identify the importance of studying Consumer Behavior and explain. 4
- Q.9 A young woman named Kennedy wants to work out with her friends and achieve a healthier lifestyle. Her closest friends all have the same fitness-tracking watch that allows them to challenge each other to accomplish a certain number of steps each day. Kennedy decides to purchase a fitness-tracking wristband from the same retailer. Identify and explain the steps involved in consumer buying process decision. 4

End of the Question Paper



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This section has 02 questions. Do as per the instructions given.

SECTION B – SUBJECTIVE TYPE QUESTIONS (12 MARKS):

This section contains 7 questions. A candidate has to do 4 questions.

Marks allotted are mentioned against each question/part.

SECTION A - OBJECTIVE TYPE QUESTIONS

Q. 1

Answer any 4 out of the given 5 questions (1 x 4 = 4 marks)

- i. At this stage, the consumer has evaluated each alternative in the evoked set based on his/her personal set of evaluative criteria and lowered the alternatives down to one. Identify the stage. 1
- ii. Cognitive dissonance will lead to _____ 1
- iii. Consumers are generally satisfied if purchases meet with their-----, 1
 - a) Experience
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 - c) Past experience
 - d) Expectation
- iv. This stage motivates the individual to achieve the desired state of affairs. Which stage? 1
 - a) Information Search
 - b) Problem Recognition
 - c) Purchase Decision and Action
 - d) Evaluation of Alternatives
- v. What motivates consumers and their decision making strategies for different products is an example of _____ factor which influence consumer buying behavior. 1

Q. 2

Answer any 4 out of the given 5 questions (1 x 4 = 4 marks)

- i. What motivates consumers and their decision making strategies for different products is an example of _____ factor which influence consumer buying behavior. 1
- ii. _____ is the collection of inner psychological attributes that characterize the outer behavior an individual in terms of individual differences. 1
- iii. Identify the roles played by each consumers 1
- i. Maintainer
- ii. Gate keeper
- iv. ----- is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use. 1
- a) Consumer behavior
- b) Consumer interest
- c) Consumer attitude
- d) Consumer perception
- v. The buying process starts when the buyer recognizes a _____ 1
- a) Product or Service
- b) Shop or Market
- c) Need or Problem
- d) Money or Status
- An individual purchasing a new TV for themselves. Identify the individual as 1
- a) Consumer
- b) Customer
- c) Both consumer and customer
- d) Buyer

SECTION B -SUBJECTIVE TYPE QUESTIONS

Answer any 1 out of the given 2 questions in 20–30 words each (2x1=2marks)

- Q.3 How does consumer behaviour help in determining the marketing mix by the firms? 2
- Q.4 What do you mean by a 'reference group'? Explain 'reference group' influence used by marketers to promote a product. 2

Answer any 2 out of the given 3 questions in 30–50 words each (3x2=6marks)

- Q.5 Define consumer behavior and explain the main constituents of consumer behavior. 3
- Q.6 Briefly explain the role of Cultural Factors in consumers buying decision. 3
- Q.7 Consumer is the person who purchases the product but may not directly consume it. True/ False. Justify your answer. 3

Answer any 1 out of the given 2 questions in 50 – 80 words each (4x1=4marks)

- Q.8 The consumer buying process enables the consumers take informed decisions. Explain the consumer buying process in details. 4
- Q.9 The study of consumer behavior is very relevant for effective marketing management. Explain. 4

End of the Question Paper

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This section has 02 questions. Do as per the instructions given.

SECTION B – SUBJECTIVE TYPE QUESTIONS (12 MARKS):

This section contains 7 questions. A candidate has to do 4 questions.

Marks allotted are mentioned against each question/part.

SECTION A - OBJECTIVE TYPE QUESTIONS

Q. 1 **Answer any 4 out of the given 5 questions (1 x 4 = 4 marks)**

- Identify the roles played by each consumers 1
 - Maintainer
 - Decider
- is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use. 1
 - Consumer behavior
 - Consumer interest
 - Consumer attitude
 - Consumer perception
- The buying process starts when the buyer recognizes a _____ 1
 - Product or Service
 - Shop or Market
 - Need or Problem
 - Money or Status
- An individual purchasing a new TV for themselves. Identify the individual as 1
 - Consumer
 - Customer
 - Both consumer and customer
 - Buyer
- _____ is the collection of inner psychological attributes that characterize the outer behavior an individual in terms of individual differences. 1

Q. 2

Answer any 4 out of the given 5 questions (1 x 4 = 4 marks)

- i. What motivates consumers and their decision making strategies for different products is an example of _____ factor which influence consumer buying behavior. 1
- ii. This stage motivates the individual to achieve the desired state of affairs. Which stage? 1
- a) Information Search
 - b) Problem Recognition
 - c) Purchase Decision and Action
 - d) Evaluation of Alternatives
- iii. At this stage, the consumer has evaluated each alternative in the evoked set based on his/her personal set of evaluative criteria and lowered the alternatives down to one. Identify the stage. 1
- iv. Cognitive dissonance will lead to _____ 1
- v. Consumers are generally satisfied if purchases meet with their-----, 1
- a) Experience
 - b) Excitement
 - c) Past experience
 - d) Expectation

SECTION B -SUBJECTIVE TYPE QUESTIONS

Answer any 1 out of the given 2 questions in 20–30 words each (2x1=2marks)

- Q.3 Explain the main determination of psychological factors in consumer behavior. 2
- Q.4 How does consumer behaviour help in determining the marketing mix by the firms? 2

Answer any 2 out of the given 3 questions in 30–50 words each (3x2=6marks)

- Q.5 Define consumer behavior and explain the main constituents of consumer behavior. 3
- Q.6 Consumer is the person who purchases the product but may not directly consume it. True/ False. Justify your answer. 3
- Q.7 Briefly explain the role of reference group in consumers buying decision and how marketers take the help of opinion leaders to market their products. 3

Answer any 1 out of the given 2 questions in 50 – 80 words each (4x1=4marks)

- Q.8 The study of consumer behavior is very relevant for effective marketing management. Explain. 4
- Q.9 The consumer buying process enables the consumers take informed decisions. Explain the consumer buying process in details. 4

End of the Question Paper