

INTERNATIONAL INDIAN SCHOOL, DAMMAM

FIRST TERMINAL EXAMINATION – JUNE 2013

CLASS: XI

MAX MARKS: 60

SUBJECT: MARKETING

TIME: 3HOURS

SET A

General Instructions:

All questions are compulsory.

Marks allotted to each questions are indicated against each of them.

Answers should be brief and to the point.

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| 1 | Define: (1) Demand (2) Product | 2 |
| 2 | Define (1) Market (2) Marketing | 2 |
| 3 | Explain consumer products. Give 2 examples. | 2 |
| 4 | What is Packaging? Name the levels of packaging in marketing mix. | 2 |
| 5 | "Marketing is consumer oriented". Explain. | 3 |
| 6 | Write any three differences between "Marketing and Selling". | 3 |
| 7 | Explain the different channels of Physical Distribution. | 3 |
| 8 | What are Shopping Products? Write any 2 features of Shopping products. | 3 |
| 9 | Explain the nature of marketing as "Modern marketing is the guiding element of business". | 4 |
| 10 | Explain the role of marketing in an economy. | 4 |
| 11 | Draw a neat and attractive label of your favorite product. | 4 |
| 12 | What is branding? Write any 4 characteristics of a good Brand. | 4 |
| 13 | Explain the following function of marketing:
(1)Buying and Assembling
(2)Selling | 6 |
| 14 | Explain the following concepts of marketing:
(1)Production concept
(2)Product concept
(3)Sales concept | 6 |
| 15 | Define Advertising. Write any 3 merits and 2 demerits of advertising. | 6 |
| 16 | What are the important factors which determine the price of a product? | 6 |
