

Gulf Sahodaya (Saudi Chapter) Examination 2013-2014

Class:XI

**Marketing
(Theory) Paper-I**

Time: 3 Hours

Max Marks:60

General Instructions:

- (i) All questions are compulsory.
- (ii) Marks allotted to questions are indicated against each of them.
- (iii) Answers should be brief and to the point.

Q.1.What is meant by Product? Give any two examples of Place as a Product .(2)

Q.2.What are Speciality Products? Give two examples of Speciality products.(2)

Q.3.Define Target Market .Name the two approaches of Target Market.(2)

Q.4.Define Product Factor Segmentation.(2)

Q.5.Define Reference Group .Name any two types of Reference Group.(2)

Q.6.Celebrity Endorsements refers to which factor of influencing consumer behaviour .Name it and give one example.(2)

Q.7.Explain the benefits of Market Segmentation.(3)

Q.8.Explain the need for understanding consumer behaviour.(3)

Q.9.Explain the essentials of an Effective Marketing Mix.(3)

Q.10.Explain the requirements of a good Market Segmentation.(3)

Q.11.Distinguish between Marketing and Selling.(4)

Q.12.Explain the importance of Environment Analysis.(4)

Q.13.Explain any 4 situational factors influence consumer buying behaviour.(4)

Q.14.Explain the need for continuous monitoring for Marketing Environment.(4)

Q.15.Explain the trends which Marketing Management must watch carefully in Technological force/factor .(4)

Q.16.Explain the 4 stages of consumer buying decision process with diagram.(4)

Q.17.

A) Draw a Label for a packet of Juice and highlight the important information to be provided on it. (4).

B) Explain the two functions of Labelling. (2)

Q.18.Explain the statement Marketing is goal Oriented.(6)
