

INTERNATIONAL INDIAN SCHOOL DAMMAM
MODEL EXAMINATION 2013-14
MARKETING

STD XI

Set A

TIME:3 HOURS
MARKS:60

INSTRUCTIONS:

- 1.All questions are compulsory.
- 2.Attempt all parts of the questions together.

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| Q1.Explain needs, wants and demands as a feature of marketing. | 2 |
| Q2.Explain Volume Segmentation. | 2 |
| Q3.Define Target Marketing. | 2 |
| Q4.What is the meaning of Macro Environment? | 2 |
| Q5.Which product usually survive many uses? Give Two examples. | 2 |
| Q6.What are the factors determining Marketing Mix? | 3 |
| Q7.Market Segmentation helps to identify the companies' capabilities. Discuss. | 3 |
| Q8Give any three merits of Advertising. | 3 |
| Q9Discuss with suitable examples how market can be segmented on the basis of Psychographic segmentation. | 3 |
| Q10.There is one and only one valid definition of business-"to create a customer". Discuss the statement keeping in view the nature and scope of marketing. | 4 |
| Q11.Marketing Environment has been described as a process of process of adjusting controllable and uncontrollable factors. List these controllable and uncontrollable factors. | 4 |
| Q12.Draw a neat label diagram of your favorite product giving all the necessary information relating to the product. | 4 |
| Q13Explain Demographics and Lifestyles as a personal factor affecting consumers buying Behavior. | 4 |
| Q14 What is the significance of marketing mix in the present day business environment | 5 |
| Q15 What are the different stages in the Consumer Buying Decision Process. | 5 |
| Q16.Explain Standardisation,Financing and Risk taking as a functions of marketing. | 6 |
| Q17.What are the different Buying Motives of the Consumers? | 6 |