



Date: 01/12/22
GRADE: XI

MT - 03 (2022-23)
MARKETING [812]

Max marks: 20
Time: 1 Hour

Qn. No		Marks allocated
1	Exposure to western modern culture and population shifts from rural to urban areas are: (a) Economic factors (b) Socio-economic factors (c) Political factors (d) None of the above	1
2	Geography and demographics if clubbed it is known as: (a) Socio-cultural segmentation (b) Demographic segmentation (c) Geo demographic segmentation (d) None of the above	1
3	_____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share. (a) Penetration (b) Skimming (c) Differentiated (d) None of the above	1
4	Give an example of a product which can be segmented on seasonal basis.	1
5	What do you mean by positioning of a product?	2
6	Differentiate between large segment strategy and small segment strategy with examples.	3
7	Briefly explain the following: a. Geographic segmentation b. Behavioural segmentation c. Socio-economic segmentation	3
8	What is targeting? Describe any three types of target marketing.	4
9	Discuss any four importance of segmentation.	4
	THE END	