



INDIAN SCHOOL MUSCAT
SENIOR SECTION
DEPARTMENT OF COMMERCE AND HUMANITIES
MARKETING
CLASS: XII
WORKSHEET: NO: 01
CHAPTER: 1 PRODUCT



VERY SHORT ANSWER QUESTIONS (1 MARK EACH)

I. FILL IN THE BLANKS

1. Product represents solution to _____ problems.
2. Product is anything that can be offered to someone to satisfy a _____ or a _____
3. Products have their own _____ or a _____.
4. A _____ is defined as a name, term, and symbol, design or a combination of them which is intended to identify the goods & services of one seller and to differentiate them.
5. Symbols and pictures ensure _____ identifications.
6. Product is the _____ and all the marketing activities revolve around it.
7. _____ is the unbranded and undifferentiated commodity.
8. The _____ is the modified product to suit to the requirement/ specifications of the individual customer.
9. The _____ aims to enhance the value of the product / offer through voluntary improvements.
10. The potential product is the _____ inclusive of the advancement and refinement that is possible under the existing circumstances.

II. MULTIPLE CHOICE QUESTIONS (Choose the Correct Alternative)

1. Jewellery is a type of :
 - (a) Convenience good
 - (b) Shopping good
 - (c) Specialty good
 - (d) Unsought good
2. Product is the _____ and all ,marketing activities revolve around it
 - (a) End point
 - (b) Starting point
 - (c) Focal point
 - (d) None of these
3. _____ is the unbranded or undifferentiated product
 - (a) Core product
 - (b) Generic product
 - (c) Branded product
 - (d) Customized product
4. The _____ is the modified product to send the specification of individual customers.
 - (a) Core product
 - (b) Generic product
 - (c) Branded product
 - (d) Customized product

5. The _____ aims to enhance the value of the product through voluntary improvement
- (a) Customized product
 - (b) Augmented product
 - (c) Future product
 - (d) Potential product
6. These industrial goods are low in cost
- (a) Capital items
 - (b) Operating supplies
 - (c) Raw materials
 - (d) Tools and equipment
7. These products are usually non- standardized shopping goods
- (a) Homogenous shopping goods
 - (b) Heterogeneous shopping product
 - (c) Unsought product
 - (d) All of the above
8. These goods are widely distributed at convenient locations
- (a) Durable goods
 - (b) Non-durable goods
 - (c) Regularly unsought goods
 - (d) All the above
9. Which of the following is a convenient good
- (a) Shoes
 - (b) Wheat
 - (c) Soft drinks
 - (d) All the above
10. Products have their own _____ and _____
- (a) Features, name
 - (b) Brand, quality
 - (c) Identity, personality
 - (d) None of the above

LONG ANSWER QUESTIONS (3/5 marks each)

1. What do you understand by a product? Explain the significance of product planning.
2. Distinguish between consumers and industrial products.
3. Explain the relationship between product differentiation and market segmentation.
4. Define product planning. Distinguish between product planning and product life cycle.
5. Define product. Explain the layers of product.
6. Differentiate between product line and product mix.
7. Define product policy. Explain different elements of product policy.
8. Define product. Classify products based on durability and use.
9. Explain the main components of product.