

| CLASS:<br>12 | INDIAN SCHOOL MUSCAT<br>FIRST PERIODIC ASSESSMENT   | SUBJECT:<br>MARKETING |
|--------------|---|-----------------------|
|              | <b>SET - C</b>  |                       |
| QP.NO.       | VALUE POINTS  | SPLIT UP<br>MARKS     |
| 1.           | a)unsought good   | 1                     |
| 2.           | c) soft drinks  | 1                     |
| 3.           | a)product   | 1                     |
| 4.           | Shopping products   | 1                     |
| 5.           | Product   | 1                     |
| 6.           | Associated feature  | 1                     |
| 7.           | Convenient product  | 1                     |
| 8.           | <ul style="list-style-type: none"> <li>Industrial products are used as <u>the inputs</u> by manufacturing firms for <u>further processes</u> on the products, or manufacturing other products.</li> </ul>   | 1                     |
| 9.           | <p>For specialty products, consumers make <u>special efforts</u> to buy them.</p> <p>They are <u>not your regular</u> run of the mill consumer products.</p> <p>The buyer is willing to go through <u>a lot of effort</u> to purchase such products.</p> <p>Example artwork, paintings, sculptures, electronic items, vehicles etc.</p> <p><u>Limited demand and high price.</u></p>                  | 1+1+1                 |
| 10.          | <ul style="list-style-type: none"> <li>A name given by the maker to a product or range of products, especially a trademark.</li> <li>A brand name may be used and protected as a trademark.</li> <li>identify not only a product but also its manufacturer or producer</li> </ul> <p>Apple, Coca Cola, IBM, Mercedes, Shell, Sony,Toyota.</p>   | 1+1+1                 |
| 11.          | <ul style="list-style-type: none"> <li>Product- an <u>article or substance</u> that is manufactured or refined for sale.</li> <li>A <b>product</b> can be a <u>service or an item</u>.</li> <li>It can be physical or in virtual or cyber form.</li> <li>A good, idea, method, information, object or service created as a result of a process and serves a need or satisfies a want.</li> </ul>      | 1+1+1                 |
| 12.          | <p>In business, a <b>product feature</b> is one of the <b>distinguishing characteristics</b> of a product or service that helps to <b>boost</b> its appeal to potential buyers, and might be used to formulate a product <b>marketing strategy</b> that highlights the usefulness of the product to targeted potential consumers.</p> <p>For example Lux soap fragrance is an associated feature.</p> | 2+1                   |

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| 13. | <p>Consumer products are those items which are used by <u>ultimate consumers</u> or households and they can be used <u>without further commercial and engineering processes</u>. Types of consumer product</p> <ul style="list-style-type: none"> <li>• Industrial products are used as <u>the inputs</u> by manufacturing firms for <u>further processes</u> on the products, or manufacturing other products. Types of industrial product.</li> </ul> | 2+2   |
| 14. | <p>This is a result of differing individual perceptions of the importance and complexity of the purchase.</p> <p>Convenience products are relatively inexpensive and frequently purchased goods.</p> <p>Shopping products are durables.</p> <p>The classifications of products differ across people: One person's convenience good could be another person's shopping or specialty good.</p>  | 2+1+1 |