

CLASS: 12	INDIAN SCHOOL MUSCAT FIRST PERIODIC ASSESSMENT	SUBJECT: MARKETING
	SET - A	
QP.NO.	VALUE POINTS	SPLIT UP MARKS
1.	c) specialty goods	1
2.	d) operating supplies	1
3.	c) identity, personality	1
4.	Product	1
5.	Core product	1
6.	Specialty	1
7.	Shopping	1
8.	Basic product with similar characteristics or core product	1
9.	<p>A product is the item offered for sale.</p> <ul style="list-style-type: none"> Product is the <u>focal point</u> and all marketing activities revolve around it. Product is <u>one of the elements of marketing mix</u>. Product includes both good and service. Product is a <u>base</u> for entire marketing programme. Product means a <u>complete product</u> - branding, labeling, colour, services, etc. which constitute the product. Product includes <u>total offers</u>, including main qualities, features, and services. It includes <u>tangible and non-tangible</u> features or benefits. It is a vehicle or medium to offer <u>benefits and satisfaction</u> to consumers. Important lies in <u>services</u> rendered by the product, and not ownership of product. (any 4 points) 	1+1/2 for each point. Any four point.
10.	<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>.</p> <ul style="list-style-type: none"> Industrial products are used as <u>the inputs</u> by manufacturing firms for <u>further processes</u> on the products, or manufacturing other products. 	11/2 +11/2
11.	<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>	1+1+1
12.	<ul style="list-style-type: none"> A product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form. For the success of a firm, it is of utmost importance to plan its product. 	1+1+1+1

	<ul style="list-style-type: none"> • Successful marketing operations are built around the element of product. • Product is the focal point of marketing and all the marketing activities revolve around it 	
13.	<ul style="list-style-type: none"> • Unsought Goods are goods that the consumer does not know about or does not normally think of buying • The purchase of which arises due to danger or the fear of danger and lack of desire. • Unsought products typically are products that the consumers are not aware and don't have any knowledge about it. Eg. Insurance policy 	1+1+1+1
14.	<ul style="list-style-type: none"> • A name given by the maker to a product or range of products, especially a trademark. • A brand name may be used and protected as a trademark. • identify not only a product but also its manufacturer or producer • Apple, Coca Cola, IBM, Mercedes, Shell, Sony, Toyota. 	1+1+1+1