

CLASS: 12	<b>INDIAN SCHOOL MUSCAT FIRST PERIODIC ASSESSMENT</b>	SUBJECT:MARKETING
	<b>SET - B</b>	
QP.NO.	VALUE POINTS	SPLIT UP MARKS
1.	a)Convenient good	1
2.	b) non durable good	1
3.	c) focal point	1
4.	Soap	1
5.	Customer satisfaction	1
6.	Shopping products	1
7.	<b>Core product</b> is the <u>BENEFIT</u> of the <b>product</b> that makes it valuable to you.	1
8.	Convenient product	1
9.	<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>	Any three points 1+1+1
10.	<ul style="list-style-type: none"> <li>For specialty products, consumers make <u>special efforts</u> to buy them.</li> <li>They are <u>not your regular</u> run of the mill consumer products.</li> <li>The buyer is willing to go through <u>a lot of effort</u> to purchase such products.</li> <li>Example artwork, paintings, sculptures, electronic items, vehicles etc.</li> <li><u>Limited demand and high price.</u></li> </ul>	1+1+1
11.	<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
12.	<ul style="list-style-type: none"> <li><b>Core product</b> is the <u>BENEFIT</u> of the <b>product</b> that makes it valuable to you.</li> <li>The dominant <u>benefit or satisfaction</u> that a customer expects from a good or service he or she buys.</li> <li>The concept of a Core Product originates from Philip Kotler</li> <li>This is the <u>basic level</u> of the product and the focus is on the <u>purpose</u> for which the product is intended.</li> </ul>	1+1+1+1

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>.</p> <p>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