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INDIAN SCHOOL MUSCAT FIRST PERIODIC ASSESSMENT

MARKETING

CLASS: 12
11.04.2019

Sub.Code: (812)

TimeAllotted:50mts.
Max .Marks: 20

GENERAL INSTRUCTIONS:

1. All questions must be attempted in the correct order.
2. Multiple choice question/Fill in the blanks/Direct Questions of 1 mark each. Answer any 06 questions out of the given 08 questions.
3. Short Answer questions of 3 marks each. Answer any 02 questions from the given 03 questions.
4. Long/Essay type questions of 4 marks each. Answer any 02 questions from the given 03 questions
5. This question paper contains 14questions out of which 10 questions are to be attempted.

Answer any 06 questions out of the given 08 questions:

1. Luxury car is a type of 1
 - a) Convenience good
 - b) Shopping goods
 - c) Specialty goods
 - d) Unsought goods
2. These industrial goods are low in cost 1
 - a) Capital items operating supplies
 - b) Raw materials
 - c) Tools and equipment
 - d) Operating supplies
3. Products have their own _____or _____ 1
 - a) Features, name
 - b) Brand, quality
 - c) Identity, personality
 - d) None of the above
4. All the planning of marketing programs starts with _____ 1

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| 5. | _____ is the basic benefit of product. | 1 |
| 6. | _____ products involve pre planned purchases. | 1 |
| 7. | Identify the product – compared on the basis of price quality and style. | 1 |
| 8. | Define generic product. | 1 |

Answer any 02 questions out of the given 03 questions:

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| 9. | Define product. What are the main characteristics of product? (mention any 4 points) | 3 |
| 10. | Distinguish between consumer product and industrial product. | 3 |
| 11. | “What is convenience good for one person may be a shopping product for another”.
Explain | 3 |

Answer any 02 questions out of the given 03 questions:

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|-----|---|---|
| 12. | What is the significance of a product to a firm? | 4 |
| 13. | Define unsought goods. State any three features of unsought goods. | 4 |
| 14. | Brand name gives an identity of the product in a competitive market. Explain. Use examples. | 4 |