

<b>Roll Number</b>		
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**B**



## INDIAN SCHOOL MUSCAT FIRST PERIODIC ASSESSMENT

### MARKETING

CLASS: 12

Sub.Code: (812)

TimeAllotted:50mts.

11.04.2019

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. Soft drink is a type of 1
  - a) Convenience good
  - b) Shopping good
  - c) Specialty good
  - d) Unsought good
2. These goods are widely distributed at convenience locations 1
  - a) Durable goods
  - b) Non-durable goods
  - c) Regularly unsought goods
  - d) All the above
3. Product is the \_\_\_\_\_ and all the marketing activities revolve around it. 1
  - a) End point
  - b) Starting point
  - c) Focal point
  - d) None of the above
4. In case of Lux \_\_\_\_\_ is the core product . 1

- |    |  |   |
|----|--|---|
| 5. | The main purpose of all marketing activities is to achieve _____ | 1 |
| 6. | _____ products involve pre planned purchases.                    | 1 |
| 7. | Define core product.   | 1 |
| 8. | Identify the product – emergency goods                           | 1 |

**Answer any 02 questions out of the given 03 questions:**

- |     |   |   |
|-----|---|---|
| 9.  | “Product is anything that can be offered to someone to satisfy a need or a want”.<br>Commend. | 3 |
| 10. | What are specialty goods? Give two examples.  | 3 |
| 11. | Brand name gives an identity of the product in a competitive market. Explain. Use examples.   | 3 |

**Answer any 02 questions out of the given 03 questions:**

- |     |   |   |
|-----|---|---|
| 12. | Core product is also called product personality. Command                                    | 4 |
| 13. | Distinguish between consumer products and industrial product.                               | 4 |
| 14. | “What is convenience product for one person may be a shopping product for another”. Explain | 4 |