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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. Insurance is a type of 1
 - a) Convenience good
 - b) Shopping good
 - c) Specialty good
 - d) Unsought good
2. Which of the following is a convenience product 1
 - a) Shoes
 - b) Wheat
 - c) Soft drinks
 - d) All of the above
3. All marketing activities revolve around it 1
 - a) Product
 - b) Customers
 - c) Marketers
 - d) Manufacturers
4. _____ products involve pre planned purchases. 1

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| 5. | _____ is the core of all marketing activities. | 1 |
| 6. | In case of Lux soap the fragrance is _____ feature | 1 |
| 7. | Identify the product – impulse goods. | 1 |
| 8. | Define industrial product. | 1 |

Answer any 02 questions out of the given 03 questions:

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

Answer any 02 questions out of the given 03 questions:

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| 12. | What is the relevance of associated features of a product in marketing? Explain with suitable examples. | 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 |