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INDIAN SCHOOL MUSCAT SECOND PERIODIC ASSESSMENT

MARKETING

CLASS: 12

Sub.Code: 812

TimeAllotted:50 mts.

19 .05.2019

Max .Marks: 20

Value points		
Answer any 06 out of the given 08 questions		
1.	Maturity	1
2.	Umbrella Branding	1
3.	Packaging	1
4.	Trade mark	1
5.	Label/brand	1
6.	Growing	1
7.	The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products	1
8.	Marketers use labeling to their products to bring identification. This kind of labeling helps a viewer to differentiate the product from the rest in the shelves of the market.	1
Answer any 02 out of the given 03 questions		
9.	Following are the advantages of branding: (i) Enables marking <u>product differentiation</u> . Branding helps a firm to distinguish its product from the other competing products available in the market. (ii) Helps in <u>advertising and display programmes</u> . Without a brand, the advertiser cannot promote and create awareness for and sale his product. (iii) <u>Differential pricing</u> . By building brand acceptance and brand loyalty, a firm can charge a different price for its product than that of its competitors. (iv) <u>Ease in introduction of new product</u> . If a new product is introduced under an established brand name, it is likely to be accepted easily and get a quick start.	Any 3 points
10.	Family Brand: When multiple products of the manufacturer are marketed under the similar brand name, it is called a Family brand. Videocon, Nestle, Johnson & Johnson use this strategy. The term umbrella branding is also a substitute for Family brand. It will increase market share It will increase customer loyalty	2+1 with examples
11.	It is another important component of the total product personality, particularly in packaged consumer products. The package performs three essential roles: • Ensures protection to the product • Provides information about the product	1+1+1

	<ul style="list-style-type: none"> Increases aesthetics and sales appeal. 	
	Answer any 02 out of the given 03 questions	
12.	<p>Labeling is regarded as part of marketing as packaging decisions involve the labeling requirements.</p> <ol style="list-style-type: none"> It provides the customers with the requisite information about the product. The buyers also have complete information about the quality, features, standards, grade, price quantity etc. This helps them in making better and informed decisions. It is also helpful to the sellers as they can differentiate their products from their competitors. Attractive labeling also assists in encouraging the customers to pick the products off the shelf.(any three) 	1+1+ 1+1
13.	<p>The product life cycle indicates the sales and profit of the product over a period of time.</p> <p>“The product life cycle (PLC) depicts a products sales history through 4 stages:</p> <ol style="list-style-type: none"> Introduction - In the introductory stage the profits are negative because the sales volume is low, distribution is limited and promotional expenses are high. Strategies - Create Awareness of Product’s Potential. Stimulate primary demand through heavy sales promotion and advertisement Growth- The growth stage is the second stage where the product has been launched successfully with the sales beginning to increase rapidly in this stage, as new customers enter the market and old customers make repeat purchases. This is stage where competition increases with the customer having greater choices in form of different types of product, packaging and prices. Strategies - Selective advertising of brand. Heavy advertising to create image Maturity - Products that withstand the heat of competition and customers’ approval enter the maturity stage. There are greater number of competitors, competitive product forms, and brands at this stage. Strategies - Build and maintain image. Sales promotion to encourage brand switching Decline - This is the phase where sales decline as the customer’s preferences have changed in favour of more efficient and better products. Product forms and brands enter into decline stages while product categories last longer. Strategies - Minimum advertisement and sales promotion to retain loyal customers. 	1+1+ 1+1
14.	<p>Pros of branding</p> <ol style="list-style-type: none"> Recognition and loyalty Consistency in the Marketplace Preference Identification Customer Loyalty Increased Trust Higher Profits Brand name promotes repurchasing Competition becomes easier with the help of brand loyalty(Any two) <p>Cons of branding</p> <ol style="list-style-type: none"> Costly Always maintain standard Keep the trust of the consumers <p>Pros of packaging</p> <ol style="list-style-type: none"> Enables the product differentiation Helps a firm to distinguish product from the other products 	1+1 +1+1

	<div>3.Advertising and display program</div> <div>4.Ease in the introduction of new product</div> <div>Cons of packaging</div> <div><div>1. Costly</div><div>2. Packaging is responsible for significant portions of the waste stream.</div><div>3. the waste produced by packaging ends up in a landfill.</div></div>	
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