

**INDIAN SCHOOL MUSCAT
FIRST PERIODIC TEST
MARKETING (812)**

CLASS: XII

Max. Marks: 20

20.04.2022

Time Allotted: 50 Mins.

GENERAL INSTRUCTIONS:

Please read the instructions carefully.

1. Fill in the blanks/ MCQ Questions of 1 mark each. There are 4 one mark questions.
 2. Very short Answer questions of 2 marks each. There are 3 two mark questions
 3. Short Answer questions of 3 marks each. There are 2 three mark questions
 4. Long/Essay type question of 4 marks. There is one four mark question.
 5. This question paper contains 10 questions.
-
1. This component of product increases aesthetics and sales appeal. 1
(A) Core product (B) Associated features (C) Package (D) Label
 2. A piece of fabric sewn into the collar of a shirt giving the size, what the shirt is made of and where the shirt was made are called 1
(A) Label (B) Associated features (C) Package (D) Product
 3. A free recipe book offered with the purchase of a kitchen appliance such as a crockpot creates a/an 1
_____ product.
(A) Potential (B) Core (C) Generic (D) Augmented
 4. Define the term Product as per Philip Kotler. 1
 5. Differentiate between Raw Material and Capital Items. 2
 6. Identify the type of products: 2
 - i. Newspapers, magazines, most grocery items, and petrol.
 - ii. Encyclopedias, fire extinguishers and reference books.
 - iii. Furniture, clothing, jewelry.
 - iv. Manish Malhotra wedding gown
 7. What are Supplies and Business Services products? Identify the type of Supplies and Business Services. 2
 8. What are the dimensions of a product mix? Explain with examples? 3
 9. Explain any three factors influencing product mix. 3
 10. These are the goods where the customer while selecting the product for purchase makes due comparisons on the bases of quality, price, style and suitability. Identify the type of consumer good discussed here. Explain the main marketing strategy suitable for the product category discussed above. 4

End of the Question Paper

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1. Who said, "Product is a complex of tangible & intangible attributes, including packaging, color, Price, Prestige & services that satisfy needs & wants of people"? 1
 (A) Philip Kotler (B) William J. Stanton (C) Peter Drucker (D) Jonah Berger
 2. This component of product increases aesthetics and sales appeal. 1
 (A) Core product (B) Associated features (C) Package (D) Label
 3. A piece of fabric sewn into the collar of a shirt giving the size, what the shirt is made of and where the shirt was made are called 1
 (A) Label (B) Associated features (C) Package (D) Product
 4. During the year, while studying in class XII, you thought of developing a product in future, say by 2023 your thoughts will be shaped into a bundle of utilities. It is called a _____. 1
 (A) Generic product (B) The Customized product
 (C) Augmented product (D) The potential product
 5. Differentiate between Generic products and Branded products. 2
 6. Identify the type of products: 2
 - i. Newspapers, magazines, most grocery items, and petrol.
 - ii. Encyclopedias, fire extinguishers and reference books.
 - iii. Furniture, clothing, jewelry.
 - iv. Manish Malhotra wedding gown
 7. What are Supplies and Business Services products? Identify the type of Supplies and Business Services. 2
 8. Differentiate between consumer goods and industrial goods with examples 3
 9. What are the dimensions of a product mix? Explain with examples? 3
 10. These are the goods where the customer while selecting the product for purchase makes due comparisons on the bases of quality, price, style and suitability. Identify the type of consumer good discussed here. Explain the main marketing strategy suitable for the product category. 4

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