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SET A



INDIAN SCHOOL MUSCAT

FIRST PERIODIC TEST

MARKETING(812)

CLASS: XII

Time Allotted: 50mts.

16.04.2023

Max .Marks: 20

GENERAL INSTRUCTIONS:

1. Please read the instructions carefully.
 2. This question paper contains 10 questions.
 3. Fill in the blanks/ MCQ Questions of 1 mark each. There are 4 one mark questions.
 4. Very short Answer questions of 2 marks each. There are 3 two mark questions
 5. Short Answer questions of 3 marks each. There are 2 three mark questions
 6. Long/Essay type question of 4 marks. There is one four mark question.
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1. Maruti Vega Ltd. entered into the market with coloured televisions and has now introduced 1
products like audio systems, air-conditioners, washing machines, etc. The company is not
only offering the products but also handling complaints and offering after-sales services.
Identify the level of product discussed here.
 2. The products that are sold through wide spread distribution network are classified as 1
 - a) Convenience products
 - b) Shopping products
 - c) Unsought products
 - d) Sought consumer products
 3. _____ are products that consumers had not planned to buy but are persuaded at the 1
very last minute to pick up and put in their trolley or basket.
 4. Buildings, heavy plant and factory equipment necessary to build or assemble products are 1

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examples of:

- a) Accessory equipment.
 - b) Fast-moving consumer goods.
 - c) Capital equipment goods.
 - d) Manufacturer goods.
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5. There may be an understanding between a paper mill and a stationery shop by which the former will supply the paper required by the latter and the latter will provide the stationery items needed by the former. 2
Identify the type of product discussed here and define the features highlighted in this statement.
 6. Differentiate between Product Differentiation and Product Diversification. 2
 7. In some products, it is written that the products contain traces of nuts and shouldn't be consumed by a person who's allergic to nuts. Identify the concept discussed here and write any two important functions of the same. 2
 8. You launched a product. It is in 'Introduction Stage'. Which marketing strategies will be adopted by you during this stage? 3
 9. "What is convenience product for one person may be a shopping product for another." 3
Explain with the help of examples.
 10. Ron bought a pain relieving ointment after seeing it being displayed in the chemist's shop. 4
The ointment tube was packed in a cardboard box. Identify the different levels of packaging of the pain relieving medicine when it was purchased by Ron. Also state the functions of packaging.

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SET B



INDIAN SCHOOL MUSCAT

FIRST PERIODIC TEST

MARKETING (812)

CLASS: XII

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Max .Marks: 20

GENERAL INSTRUCTIONS:

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3. Fill in the blanks/ MCQ Questions of 1 mark each. There are 4 one mark questions.
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5. Short Answer questions of 3 marks each. There are 2 three mark questions
6. Long/Essay type question of 4 marks. There is one four mark question.

1. Which out of the following is not included in the components of a product? 1
 - a) Associated feature
 - b) Core product
 - c) Logo
 - d) Potential product
2. Which of the following could be classed as an intangible good? 1
 - a) Washing machine
 - b) T-shirt
 - c) Airlines
 - d) Shampoo
3. Someone who gets a headache while visiting a museum may decide to purchase a pain 1
reliever in the museum gift shop to relieve their pain even though it may cost more than the
pain reliever in the grocery store. Identify the type of product category discussed here.

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4. Buildings, heavy plant and factory equipment necessary to build or assemble products are 1
examples of:
- a) Accessory equipment.
 - b) Fast-moving consumer goods.
 - c) Capital equipment goods.
 - d) Manufacturer goods.
5. There may be an understanding between a paper mill and a stationery shop by which the 2
former will supply the paper required by the latter and the latter will provide the stationery
items needed by the former.
Identify the type of product discussed here and define the features highlighted in this
statement.
6. Differentiate between Product Modification and Product Diversification. 2
7. In some products, it is written that the products contain traces of nuts and shouldn't be 2
consumed by a person who's allergic to nuts. Identify the concept discussed here and write
any two important functions of the same.
8. You launched a product. It is in 'Growth Stage'. Which marketing strategies will be adopted 3
by you during this stage?
9. Explain the importance of Product in marketing management. 3
10. Ron bought a pain relieving ointment after seeing it being displayed in the chemist's shop. 4
The ointment tube was packed in a cardboard box. Identify the different levels of packaging
of the pain relieving medicine when it was purchased by Ron. Also state the functions of
packaging.

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SET C



INDIAN SCHOOL MUSCAT

FIRST PERIODIC TEST

MARKETING (812)

CLASS: XII

Time Allotted: 50mts.

16.04.2023

Max .Marks: 20

GENERAL INSTRUCTIONS:

1. Please read the instructions carefully.
 2. This question paper contains 10 questions.
 3. Fill in the blanks/ MCQ Questions of 1 mark each. There are 4 one mark questions.
 4. Very short Answer questions of 2 marks each. There are 3 two mark questions
 5. Short Answer questions of 3 marks each. There are 2 three mark questions
 6. Long/Essay type question of 4 marks. There is one four mark question.
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1. Maruti Vega Ltd. entered into the market with coloured televisions and have now introduced 1 products like audio systems, air-conditioners, washing machines, etc. The company is not only offering the products but also handling complaints and offering after-sales services. Identify the element of marketing mix discussed here.
 2. Which of the following could be classed as a durable good? 1
 - a) Washing machine
 - b) T-shirt
 - c) Chocolate bar
 - d) Shampoo

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3. _____ are products that consumers had not planned to buy but are persuaded at the very last minute to pick up and put in their trolley or basket. 1
- a) Staple products
 - b) Impulse products
 - c) Emergency products
 - d) Speciality products
4. Buildings, heavy plant and factory equipment necessary to build or assemble products are examples of: 1
- a) Accessory equipment.
 - b) Fast-moving consumer goods.
 - c) Capital equipment goods.
 - d) Manufacturer goods.
5. There may be an understanding between a paper mill and a stationery shop by which the former will supply the paper required by the latter and the latter will provide the stationery items needed by the former. 2
- Identify the type of product discussed here and define the features highlighted in this statement.
6. Differentiate between Product Positioning and Product Repositioning. 2
7. In some products, it is written that the products contain traces of nuts and shouldn't be consumed by a person who's allergic to nuts. Identify the concept discussed here and write any two important functions of the same. 2
8. You launched a product. It is in 'Maturity stage'. Which marketing strategies will be adopted by you during this stage? 3
9. "What is convenience product for one person may be a shopping product for another." 3
- Explain with the help of examples.
10. Good Living Ltd. manufactures mosquito repellent tablets. These tablets are packed in strips of 12 tablets each. Each of these strips is packed in a cardboard box, 48 such boxes are then placed in a big corrugated box and delivered to various retailers for sale. State the purpose of packaging the tablets in a corrugated box. 4