



Date: 25/7/24
GRADE: XIIB

MONTHLY TEST -02 (2024-25)
MARKETING (812)

Max marks: 20
Time: 50 Minutes

General Instructions:

- 1) Questions 1 to 4 carries 1 mark each.
- 2) Questions 5 to 8 carries 2 marks each.
- 3) Questions 9 and 10 carries 4 marks each.
- 4) All questions are compulsory.

Sl.No	Questions	Marks
SECTION A		
1	(d)Brand mark	1
2	(a)Shirt	1
3	(c)self-control	1
4	(d)Helen Keller	1
SECTION B		
5	Attractive appearance •Convenient for storage and display •Shield against damage or pilferage •Product description displayed on the package •Package should be as per the specifications	2
6	MARKETING STRATEGY OF SHOPPING GOODS: (a)PRICE: These products are available at moderate prices. The seller must appraise the buyer with the price. (b)PROMOTION: Heavy advertising and personal selling by both producers & resellers. (c)PLACE: As consumers will spend time to shop these goods, stores that specialise in them are located near similar stores in active shopping area. (d)PRODUCT: Furniture, Clothes etc.	2
7	Intrinsic motivation It includes activities for which there is no apparent reward but one derives enjoyment and satisfaction in doing them. It occurs when people are internally motivated to do something because it brings them pleasure. They think it is important or feel what they are learning is significant. Incentives related to the motive or goal can satisfy one's needs. Extrinsic motivation It arises because of incentives or external rewards. Lack of motivation or incentives may lead to	2

	frustration, for example, employees who are kept on contractual basis for a long time may get frustrated and leave an organisation	
8	<p>Start the day with a morning routine. Say positive affirmations, smile often and think about the tasks to be accomplished during for the day. • Feed the mind with positivity, read motivating books, listen to music with uplifting lyrics, watch inspiring movies, etc. • Be proactive. A proactive person decides how one must feel regardless of what may be going around or what the day may bring. • Focus on constructive and positive things. Do not approach life with 'problems'. Approach it with 'solutions'</p> <p>Positive attitude is of immense value in a student's life. There are various situations that the student will encounter in life, wherein staying positive will keep the child going. The most common example would be during exam results. At times, a student does not get the desired result in exams. But it is important not to lose hope, accept the result gracefully and work harder with a positive attitude for the next exam.</p>	2
	SECTION C	
9	<p>The stage of Maggie's PLC is Introductory Stage.</p> <p>This phase marks the launch of a new product and it is characterized by:</p>	4
10	<p>'FIVE FACTOR MODEL'.</p> <p>Openness: Individuals with openness to experience are, generally, creative, curious, active, flexible and adventurous. If a person is interested in learning new things, meeting new people and making friends, and likes visiting new places, the person can be called open-minded. • Consciousness: Individuals, who listen to their conscience, are self-disciplined, do their work on time, take care of others before themselves and care about others' feelings. • Extraversion: Extroverts are individuals, who love interacting with people around and are, generally, talkative. A person, who can easily make friends and make any gathering lively, is confident and an extrovert</p> <p>Agreeableness: Individuals having such a trait are, generally, kind, sympathetic, cooperative, warm and considerate. They accommodate themselves in any situation. For example, people who help and take care of others are, generally, agreeable. • Neuroticism: Neuroticism is a trait, wherein, individuals show tendency towards anxiety, self-doubt, depression, shyness and other similar negative feelings. People, who have difficulty in meeting others and worry too much about things, show signs of neuroticism.</p>	4
	THE END	