



Date: GRADE: XII	TERM 1 - (2023-24) MARKETING	Max marks: 60 Time: 3 HOURS
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Qn. No		Marks
1	B-KEEP THE WORK ASIDE AND HELP THE CUSTOMER	1
2	D-ALL OF THE ABOVE	1
3	C-NOT RESPONDING	1
4	D-ALL OF THE ABOVE	1
5	D-2 WAY PROCESS	1
6	D-FEEDBACK	1
7	A-SHIRT	1
8	D-MATURITY	1
9	A-T.V SETS	1
10	B-INTRODUCTION,GROWTH,MATURITY,DECLINE	1
11	C-JUTE SACKS	1
12	B-PRODUCT	1
13	A-GROWTH STAGE	1
14	B-WILLIAM J.STANTON	1
15	D-TANGIBLE ATTRIBUTES	1
16	C- BRANDED PRODUCTS	1
17	B- AFFORDABILITY	1
18	D-TRADEMARKS	1
19	C-HOMOGENOUS PRODUCTS	1
20	B-BOTH A AND R ARE TRUE ,BUT R IS NOT THE CORRECT EXPLANATION OF A.	1
21	C-PACKAGE	1
22	B-AUGMENTED PRODUCT	1
23	A-PRODUCT LINE	1

24	C-DIFFERENTIATED PRODUCT	1
25	B-HETEROGENEOUS PRODUCT	1
26	A-CAPITAL ITEMS	1
27	C-MATURITY	1
28	B-SECONDARY	1
29	B-EXPENSES	1
30	A-NONE OF THE ABOVE	1
31	1.RECEIVING 2.UNDERSTANDING 3.REMEMBERING (EXPLAIN ANY 3 POINTS IN DETAIL)	(1+1)
32	SENDER ENCODING CHANNEL DECODING RECEIVER FEEDBACK (EXPLAIN ANY 2 POINTS IN DETAIL)	(1+1)
33	1.TO OBTAIN INFORMATION 2.TO UNDERSTAND 3.TO ENJOY 4.TO LEARN (EXPLAIN ANY 2 POINTS IN DETAIL) OR 1.EYE CONTACT 2.GESTURES 3.AVOIDING DISTRACTIONS (EXPLAIN ANY 2 POINTS IN DETAIL)	(1+1)
34	1.REMOVE DISTRACTIONS 2.EYE CONTACT 3.PAY ATTENTION 4.CLARIFY DOUBTS (EXPLAIN ANY 2 POINTS IN DETAIL)	(1+1)
35	1.THE CORE PRODUCT .EG ;DOVE SOAP 2.ASSOCIATED FEATURE EG;LUX SOAP 3.BRAND NAME EG;I-PHONE 4.LOGO EG;HP (ANY TWO POINTS WITH EXAMPLE)	(1+1)
36	REGULARLY UNSOUGHT PRODUCT (GIVE THE EXPLANATION IN DETAIL)	(1+1)

37	THE CONCEPT IDENTIFIED IS PACKAGING (EXPLAIN IN DETAIL THE CONCEPT OF PACKAGING)	(1+1+1)
38	1.PRICE OF PRODUCT 2.PERISHABILITY 3.SIZE AND WEIGHT 4.TECHNICAL NATURE (EXPLAIN ANY 3 POINT IN DETAIL)	(1+1+1)
39	WHOLESALE 1.LARGE QUANTITY 2.SMALL NUMBER OF ITEMS AND VARIETY 3.NO WINDOW DISPLAY RETAILERS 1.SMALL QUANTITIES 2.LARGE NUMBER OF ITEMS AND VARIETY 3.WINDOW DISPLAY IS MUST (EXPLAIN ANY 3 POINT IN DETAIL)	(1+1+1)
40	FUNCTIONS OF PACKAGING 1PROTECTION 2.APPEAL 3.PERFORMANCE 4.COST -EFFECTIVENESS (EXPLAIN ANY 4 POINT IN DETAIL)	(1+1+1+1)
41	MEANING OF WHOLESALE FUNCTIONS OF WHOLESALE 1.BUYING AND SELLING 2.STORAGE 3.TRANSPORTATION 4.RISK -TAKING (EXPLAIN ANY 4 POINT IN DETAIL)	(1+1+1+1)
42	THE STAGE OF MAGGIE 'S PLC IS THE CONCEPT THE DETAILED EXPLANATION OF THE PRODUCT LIFE CONCEPT HAVE TO BE GIVEN) THE 4 STAGES OF PLC CAN BE EXPLAINED A)INTRODUCTION B)GROWTH C)MATURITY D)DECLINE	(1+1+1+1)