THE VILLAGE
INTERNATIONAL SCHOOL
"We Nurture Dreams"

AIM HIGH, TOGETHER WE FLY

Date: 25/7/24 GRADE: XII	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	Which out of the following is not included in the components of a product? (a) Associated feature (c) Logo (b) Core product (d) Brand mark	1
2	Which one of the following is not an example of Industrial product? (a)Shirt (c) Cotton (b) Leather (d) Office Equipment	1
3	Self-management, which is also referred to _____, is the ability to control one's emotions, thoughts, and behaviour effectively in different situations. (a) self-managing (c)self-control (b) self confidence (d)self-confident	1
4	"Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence." defined by _____. (a)Philip Kotler (b)Seth Godin (c)Neil Patel (d)Helen Keller	1
	SECTION B	
5	Explain the qualities of fifth 'P' OF MARKETING MIX.	2
6	Explain the marketing strategy suitable for shopping goods, three points each.	2
7	Explain the two types of motivation.	2
8	List the importance of positive thinking. Describe how it can help someone achieve one's goals.	2

		SECTION C	
9		When Maggi noodles was launched in India it had segmented the based-on age and urban families targeting kids, youth and office goers positioning itself as fast to cook,2-minute noodles, with the tagline of "taste bhi, Health bhi". Positioning however was not an issue, as no instant noodle had been launched in India, Maggi was the first one .In the initial stages, Maggi had high failure rates, frequent product modifications (to adjust to Indian consumer), high marketing and product cost as they were trying to build product awareness. With a lot of ups and downs and high failure rates, Maggi survived this stage. Identify the stage of Maggie's product life cycle and explain its characteristics.	4
10		Explain the 'FIVE FACTOR MODEL'.	4
		THE END	