



**Date: 01/08/23**  
**GRADE: XII**

**MONTHLY TEST -02 (2023-24)**  
**MARKETING [812]**

**Max marks: 20**  
**Time: 50 Minutes**

General Instructions:

1. The question paper contains 10 questions.
2. All questions are compulsory.

Qn. No	SECTION A	Marks allocated
1	_____ is the unbranded or undifferentiated product. a) Core product                      b) Generic product c) Branded product                  d) Customized product	1
2	Jewellery is a type of : a) Convenience good                  b) Shopping good c) Speciality good                      d) Unsought good	1
3	Packaging may be _____ which refers to the product immediate container. a) Primary Package                      b) Secondary Package c) Transportation Package              d) None of these	1
4	Price indicates the _____ which a buyer is ready to exchange for purchase of certain goods or services. a) Satisfaction                              b) Money Value c) Products                                      d) Completeness	1
5	What is meant by grade labels? Give an example.	2
6	What is meant by PLC? Give the full form of PLC.	2
7	What are the four types of packages?	2
8	How is pricing significant for a firm?	3
9	What are the important aspects of production considered while setting up price of a product or service?	3
10	State and explain the role of labelling?	4
	THE END	