

Date: 27.09.24 TERM 1 EXAMINATION (2024-25) Max marks: 60 Time: 3 Hours

General Instructions:

- 1. This question paper contains 24 questions in two sections-Section A and Section B
- 2. Marks are indicated against each question.
- 3. Questions 1 to 6 carry 1 mark each.
- 4. Questions 7 to 16 carry 2 marks each.
- 5. Questions 17 to 19 carry 3 marks each.
- 6. Questions 20 to 24 carry 4 marks each.

Qn. No	SECTION A	Marks allocated	
	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)		
1	Which of the following is not a parameter to describe an individual personality?	al's 1	
	(a) Self-confidence (b) Openness		
	(c) Neuroticism (d) Agreeableness		
2	Which of the following is characterized by an extreme feeling of selfimportance?		
	(a) Narcissistic personality disorder		
	(b) Borderline personality disorder		
	(c) Dependent personality disorder		
	(d) None of the above		
3	Ravi has feelings of emptiness, abandonment and suicide. What type ofpersonality disorder is		
	this?		
	(a) Borderline (b) Dependent		
	(c) Avoidant (d) Obsessive		

4	mona is neiping her sister to ove should she do?	ercome a personality disorder. What	1
	(a) Talk to her sister	(b) Engage her in hobbies	
	(c) Help her build confidence	(d) All of the above	
5	To select multiple cells/ ranges	s together we must press and hold	1
	a) Shift	b) ALT	
	c) ENTER	d) CTRL	
6	_	uous cells, that touch each other,	1
	especially along a line in OO Ca	llc is known as	
	a) Cell Reference	b) Chart	
	b) Range	d) Active Cell	
Q.2	Answer any 5 out of the given 7	7 questions (1 x 5 = 5 marks)	
1	Which one of the following is no product?	t an example of an Industrial	1
	a) Shirt	b) Leather	
	c) Cotton	d) Office Equipment	
2	Sales tend to decline after this	stage in the life of a product.	1
	a) Introduction	b) Growth	
	c) Saturation	d) Maturity	
3	Which of the following is a Shop	oping Product?	1
	a) T.V. Set	b) Raw Material	
	c)Sugar	d) Milk	
4	The various stages in the life cy followingorder:	cle of a product are listed in the	1
	a) Introduction, Growth, Maturi	ty, Saturation, Decline	
	b) Introduction, Growth, Maturi	ty, Decline	
	c) Growth, Introduction, Satura	tion, Maturity, Decline	
	d) Introduction, Maturity, Satur	ation, Growth, Decline	
	1		

5	Which of the following of these are used for packaging of		1
	wheat.a) Wooden Boxes	b) Plastic Buckets	
	d) Cardboard Boxes	d) Jute Sacks	
6	Which P of Marketing mix enso a) Place	ures availability of products? b) Product	1
	c) Promotion	d) Price	
7	Market expansion with new customers being added is the feature of thisstage. Identify the stage out of the following:		
	a) Growth stage	b) Introduction stage	
	c) Maturity stage	d) Decline stage	
Q. 3	Answer any 6 out of the giver	7 questions (1 x 6 = 6 marks)	
1	including packaging, colour, I needs & wants of people"?	lex of tangible & intangible attributes, Price, Prestige & services that satisfy	_
	a) Philip Kotler b) c) Peter Drucker d) William J. Stanton) Jonah Berger	
2	Which of the following is NO product?	OT included in the components of a	1
	a) Associated feature b		
) Tangible attributes	
3	The specific company's produname is called	ucts which get an identity through a	1
) Generic Product	
	c) Branded Product	d) Customized Product	
4		a factor influencing product mix?	1
	, , ,	b) Affordability	
	c) Market demand	d) Use of residuals	
5	What increases the rights of a ownership?	brand or company and its	1
		b) Brand names	
	, ,	d) Trademarks sellers engage in a price war?	
6	a) Shopping productsc) Homogenous Products	b) Emergency goods d) Heterogeneous shopping	1
	15, 1101110901100011100000	a,etc. ogeneous snopping	

,	(A) The life cycle of the product is the longest and that of the brand isusually. (R) Modifications need to be made in the PLC because of changes in the environment a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is not the correct explanation of A. c) A is true but R is false d) A is false but R is true	1
Q.4	Answer any 5 out of the given 6 questions $(1 \times 5 = 5 \text{ marks})$	
1	increases aesthetics & sales appeal.	1
	a) Label b) Brand name c)Package d) Logo	
_	The needs of the customer are identified through market research and the insights thus obtained are used to add new features to the product a) Core benefit b) Augmented product c)Differentiated product d) Potential product	_
J	Name the concept used to describe a group of related products manufactured by a single company. a) Product line b) Product mix b) Product portfolio d) Product decision	1
4	Marketers highlight some of the special attributes, features, qualities their brand is endowed with. The difference could be tangible or psychological. These sentences are related to a) Potential Product b) Augmented Product c) Differentiated Product d) Generic Product	
5	For what type of shopping products does price become secondary in case the focus is on style/ quality? a) Homogeneous products b) Heterogenous products c) Consumer products d) Services	1
6	All of the following are true about Growth stage except: a) Increase in profits b) Dominant position created by focusing on increasing selective demand c) The industrial profits decrease during this period d) Market expansion with new customers being added	1

Q. 5	Answer any 5 out of the given 6 questions $(1 \times 5 = 5 \text{ marks})$	
1	From which stage of PLC can an organization observe an onset of	1
	decline in profits?	
	a) Introduction b) Growth	
	c) Maturity d) Decline	
2	packaging is additional layers of protection that are	_
	removed once the product is ready such as the tube of shaving cream, which is covered in a cardboard box, or a glass bottle	
	covered in cardboard box.	
	a) Primary b) Secondary	
	c) Transport d) Temporary	
3	The product price should be such that it covers theon	1
	theother element of marketing mix.	_
	a) Range b) Expenses	
	c) Place d) Promotions	
4	Every marketing activity starts with the customer and ends	1
	with thecustomer.	
	a) Consumer b) Customer	
_	c) Supplier d) Marketing officer It is a large-scale retail establishment where customers can buy	_
5	almost alltheir requirements under one roof.	1
	a) Multiple shop b) Departmental store	
	c) Convenience store d) General store	
6	Inneither the buyer visits the seller's place nor the	1
	seller visits the buyer's place	
	a) Departmental store b) General store c) Mail order business d) Supermarket	
Q.6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
_		
1	Whose job does not end with selling of goods to the retailer? a) Wholesalers b) Manufacturers	1
	c) Intermediaries d) Facilitating agencies	
	a) Facilities and a second and a second and a second as a second a	
2	Harihar General Store in your locality keeps all kinds of goods	1
2	required bylocal residents for their daily use. This is an example of	1
	a) A retail shop b) A departmental store	
	c) A multiple shop d) None of the above	_
3	Place in marketing mix refers to the channel, or the route, through	1
	whichgoods move from the source or factory to the final user. a) Channel b) Place	
	c) Movement d) Position	
4	is also known as channel, distribution, or	1
	intermediary.	
	a) Position b) Place c) People d)Distribution channel	
	e, i copic	l

5	The termrefers to the route taken by goods as	1
	theyflow from the Manufacturer to the consumer.	
	a) Channel of distribution b) Retailer	
	c) Distributor d) Wholesale	
	3333 paraisiparit or area is a soil 5 2 1 5 2 1 5 4 1 5 4 1 5 4 1 5 4 1 5 4 1	1
	are indirect negotiation between	
	a) Seller and retailer b) Seller and customer	
	c) Buyer and seller d) Seller and salesperson	
	SECTION B	
	Answer any 3 out of the given 5 questions on Employability Skills	
	in $20 - 30$ words each $(2 \times 3 = 6 \text{ marks})$	
		2
7	List down the steps to copy cell content in Spreadsheet.	
8	'I am a spreadsheet program, a part of the free OpenOffice suite.	2
	My program is easy to use and contains most of the commonly	
	usedfeatures found in commercial spreadsheet programs'.	
	Who am I?	
		2
9	Explain the two types of motivation.	2
1.0		_
10	Define stress and how to manage it.	2
11	Explain the FIVE FACTOR MODEL.	2
	Answer any 3 out of the given 5 questions in 20 – 30 words each	
	$(2 \times 3 = 6 \text{ marks})$	
12	Products have their own identity & personality. Most of the users	2
	associate meaning with products which give them satisfaction. A	
	customer never just purchases the core product but also needs	
	much more than just the basic element of the product. Describe the	
	other components of the product which contribute to making the	
	'total product offering'. Explain with the help of any four examples.	
10		_
	X purchased an expensive inverter split air conditioner on 1st May,	
	2019 and he didn't purchase AMC at the time of purchase, but	
	eventually he discussed and expressed his thought to his family	
	members that he might purchase AMC now. Identify the type of	
	product and explain it in brief.	
14	In India all the packaged feeds cold are required to comply with the	2
	In India all the packaged foods sold are required to comply with the	2
	Food and Safety Regulations, 2011 issued by the Food Safety	
	andStandards Authority of India functioning under the Ministry of	
	Healthand Family Welfare whereby the products require more	
	extensivedescriptions of their nature and use along with safety	
	warnings, ifany.	
	Identify the concept discussed above and explain its role.	
15	Explain the factors pertaining to the product affecting the selection	2
	of the channel of distribution.	
16	Differentiate between wholesalers and retailers.	2

	Answer any 2 out of the given 3 questions in $30-50$ words each (3 x 2 = 6marks)	
17	State and explain the functions of packaging.	3
18	Define wholesalers. Briefly explain any 3 functions of a wholesaler	3
19	Explain perceived value pricing.	3
	Answer any 3 out of the given 5 questions in $50-80$ words each $4 \times 3=12$	
20	Dell Computers was founded by a college freshman Michael Dell. By 1985, the company had developed its unique strategy of offering 'made to order'. Along with a superior supply chain and innovative manufacturing, unique distribution strategy adopted by the company acted as a differentiator. Identifying and capitalizing on an emerging market trend. Dell became a strong direct seller, by using mail-order systems before the spread of the internet. After the internet became more mainstream, an online sales platform was also established. Early on in manufacturer consumers the internet era, Dell began providing order status reports and technical support to their customers online. Through careful analysis of the target market, a study of available channel options and effective use of a novel idea, Dell computers managed to reach early success in its industry. A) Identify and explain the channel of distribution adopted by Dell computers. B) Explain another channel of distribution apart from the channel of distribution adopted by Dell computers.	
21	Explain any four factors affecting price determination.	4
22	State any four services provided by retailers to consumers.	4
23	Explain any four functions of Retailers.	4
24	Explain briefly the four basic types of market intermediaries	4
	THE END	