



**Date: 15.09.23**  
**GRADE: XII**

**TERM 1 EXAMINATION (2023-24)**  
**MARKETING [812]**

**Max marks: 60**  
**Time: 3 hours**

1. This question paper contains two sections A and B questions. All questions are compulsory.
2. Marks are indicated against each question.
3. Questions 1 to 30 carry 1 mark each.
4. Questions 31 to 23 carry 2 marks each.
5. Questions 24 to 30 carry 3 marks each.
6. Questions 31 to 33 carry 4 marks each.

Qn. No	SECTION A	Marks allocated
1	You work at the front desk of the telecom company. A customer approaches you while working. They had a query regarding a bill. What would you do? A) Not paying attention to the current. B) Keep the work aside and help the customer C) Continue doing your work while talking inattentively to customer D) Ask the customer to talk to someone else	1
2	Which of the following can be a barrier to active listening? A) Noisy environment. B) Not maintaining eye contact with the speaker C) Not being attentive. D) All of the above	1
3	Which of the following is not a stage of active listening ? A) Receiving. B) Understanding C) Non responding D). Evaluating	1

4	<p>What are the characteristics of an ideal message?</p> <p>A) Clear.  B) Concise  C) Accurate.  D) All of the above</p>	1
5	<p>Communication is a ___ way process through which information or message is exchanged between individuals using, language, symbols, signs or behaviour.</p> <p>A) 10-way process.  B) 6-way process  C) 9-way process  D) 2-way process</p>	1
6	<p>___ is the important element in communication which helps in knowing whether the receiver has understood the message or not.</p> <p>A) Promotion  B) Decoding  C) Branding  D) Feedback</p>	1
7	<p>Which one of the following is not an example of an Industrial product?</p> <p>(A) Shirt  B) Leather  C) Cotton  D) Office Equipment</p>	1
8	<p>Sales tend to decline after this stage in the life of a product.</p> <p>A) Introduction  B) Growth  C) Saturation  D) Maturity</p>	1
9	<p>Which of the following is a Shopping Product?</p> <p>A) T.V. Set  B) Raw Material  C) Sugar  D) Milk</p>	1

10	<p>The various stages in the life cycle of a product are listed in the following order:</p> <p>A) Introduction, Growth, Maturity, Saturation, Decline  B) Introduction, Growth, Maturity, Decline  C)Growth, Introduction, Saturation, Maturity, Decline  D)Introduction, Maturity, Saturation, Growth, Decline</p>	1
11	<p>The following of these are used for packaging of wheat  Wooden Boxes</p> <p>A) Plastic Buckets  B) Cardboard Boxes  C)Jute Sacks  D)Plastic Buckets</p>	1
12	<p>Which P of Marketing mix ensures availability of products?</p> <p>A) Place  B) Product  C) Promotion  D)Price</p>	1
13	<p>Market expansion with new customers being added is the feature of this stage.  Identify the stage out of the following:</p> <p>A) Growth stage  B) Introduction stage  C)Maturity stage  D)Decline stage</p>	1
14	<p>Who said, "Product is a complex of tangible &amp; intangible attributes, including packaging, colour, Price, Prestige &amp; services that satisfy needs &amp; wants of people"?</p> <p>A) Philip Kotler  B) William J. Stanton  C) Peter Drucker  D)Jonah Berger</p>	1

15	Which of the following is NOT included in the components of a product? A) Associated feature B) Core product C) Logo D) Tangible attributes	1
16	The specific company's products which get an identity through a name are called..... A) Core Product B) Generic Product C) Branded Product D) Customized Product	1
17.	Which of the following is NOT a factor influencing product mix? A) Quantity of production B) Affordability C) Market demand D) Use of residuals	1
18	What increases the rights of a brand or company and its ownership? A) Brand marks B) Brand names C) Logo D) Trademarks	1
19	For which type of products do sellers engage in a price war? A) Shopping products B) Emergency goods C) Homogenous Products D) Heterogeneous shopping	1
20	(A) The life cycle of the product is the longest and that of the brand is usually. (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

21	_____ increases aesthetics & sales appeal. A)Label B)Brand name C)Package D)Logo	1
22	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	1
23	Name the concept used to describe a group of related products manufactured by a single company. A)Product line B)Product mix C) Product portfolio D) Product decision	1
24	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	1
26	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
27	What type of industrial goods are used in producing the finished goods? A) Capital items B) Raw materials C) Supplies and business services D)Manufactured materials and parts	1

28	From which stage of PLC can an organization observe an onset of decline in profits? A)Introduction B)Growth C) Maturity D)Decline	1
29	_____ 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	1
30	The product price should be such that it covers the _____ on the other element of marketing mix A) Range B) Expenses C)Place D)Promotions	1
<b>SECTION B</b>		
31	What are the stages of active listening? OR Explain the elements of communication	2
32	Give reasons why listening attentively is important OR Explain the various factors that affect active listening	2
33	Explain how to ensure active listening.	2
34	Products have their own identity & personality. Most of the users 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.	2

35	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.	2
36	In India all the packaged foods sold are required to comply with the Food and Safety Regulations, 2011 issued by the Food Safety and Standards Authority of India functioning under the Ministry of Health and Family Welfare whereby the products require more extensive descriptions of their nature and use along with safety warnings, if any. Identify the concept discussed above and explain its role.	2
37	Explain the factors pertaining to the product affecting the selection of the channel of distribution.	3
39	Differentiate between wholesalers and retailers	3
40	State and explain the functions of packaging.	4
41	Define wholesalers. Briefly explain any 3 functions of a wholesaler	4
42	When Maggi noodles was launched in India it had segmented 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 consumers), and high marketing and product costs 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
THE END		