



**INDIAN SCHOOL AL WADI AL KABIR**  
**DEPARTMENT OF COMMERCE**

**UNIT TEST I -2025-26**

**MARKETING (812)**

**CLASS: XII**

**DATE: 20/05/2025**

**MARKS: 30**

**TIME: 1 HOUR**

*General Instructions:*

1. Please read the instructions carefully.
2. This Question Paper consists of 16 questions in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. All questions of a particular section must be attempted in the correct order.
5. Marks allotted are mentioned against each question/part.

**SECTION A: OBJECTIVE TYPE QUESTIONS**

Q. 1.	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	Marks
i.	Which green job encourages many people have their own organic gardens on roof tops to grow seasonal fruits & vegetables? a. Gardeners b. Urban Growers c. Urban protectors <b>d. Urban Gardeners</b>	1
ii.	Full form of 3Rs. a. Reduce, Reproof, Recycle <b>b. Reduce, Reuse, Recycle</b> c. Replace, Refuse, Recycle d. Reduce, Reuse, Restore	1
iii.	The Ministry of Skill Development and Entrepreneurship has set up the _____. It is working towards developing competencies of people in the domain of renewable energy, sustainable development and waste management.  <b>a. Skill Council of Green Jobs</b> b. Green Council of Development c. Indian Green Skill Wing d. Swachh Bharat Abhiyan	1
iv.	Jaanvi's children have grown up. They have a lot of clothes that are too small for them now. What should Jaanvi do with these old clothes?  a. Throw them in the trash can b. Burn them c. Keep using them even though they are too small <b>d. Donate them or make bags out of them</b>	1

v.	<p>In a steel factory, a lot of utensils are being made. The manager finds a number of defective pieces, which have to be discarded. How can the person minimise the waste?</p> <p>a. Give it to kabaadiwala or scrapdealer b. Dump it in a landfill site <b>c. Send it back to the production line – to be melted</b> a. d. Sell it in market</p>	1
vi.	<p>15 – 20 group members in the village involved in eco – friendly farming are called _____.</p> <p><b>a. FIG (Farmer Interest Groups)</b> b. SID (Social Interest Groups) c. FEC (Farmer Eco Group) d. None of the above</p>	1

Q. 2.	Answer any 10 out of the given 12 questions (10 x 1 = 10 marks)	Marks
i.	<p>Amul uses the image of a cheerful little girl in a red polka-dot dress as its brand symbol. In rural areas, even if people can't read the name "Amul," they recognize the product by the picture of the Amul girl on the packet, helping in easy recall and trust in the brand.</p> <p>Identify the component of the product mentioned above.</p> <p>a. Packaging b. Labelling <b>c. Logo</b> d. Brand name</p>	1
ii.	<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
iii.	<p>LG manufactures different varieties or models of refrigerators and washing machines, etc.</p> <p>Identify the product decision undertaken by LG.</p> <p>a. Product mix b. Breadth c. Depth d. Consistency</p>	1
iv.	<p>Nike adds a fitness tracking feature through its Nike Training Club app, which comes free when you purchase certain Nike shoes. Customers may only expect comfort and durability from the shoes, but Nike, through research, identified a desire for fitness support and</p>	1

	<p>motivation—so they voluntarily added guided workouts and progress tracking to enhance customer experience.</p> <p>Which level approach is being mentioned above?</p> <ul style="list-style-type: none"> <li>a. Core product</li> <li>b. Branded product</li> <li><b>c. Augmented product</b></li> <li>d. Generic product</li> </ul>	
v.	<p>_____ is the focal point, and all the marketing activities revolve around it.</p> <ul style="list-style-type: none"> <li>a. Price</li> <li><b>b. Product</b></li> <li>c. Place</li> <li>d. Promotion</li> </ul>	1
vi.	<p>When electric cars like the Tesla Roadster were first launched, Tesla faced high production and R&amp;D costs, limited distribution, and low customer awareness. Only a few environmentally conscious consumers made trial purchases. There was little direct competition, but alternatives like hybrid cars came in as substitutes. Promotional expenses were high and profits were negative due to low sales volume and high initial investment.</p> <p>Identify the product life cycle stage of Tesla Roadster.</p> <ul style="list-style-type: none"> <li><b>a. Introduction stage</b></li> <li>b. Growth stage</li> <li>c. Maturity stage</li> <li>d. Decline stage</li> </ul>	1
vii.	<p>The tube of shaving cream is an example of _____ level of materials in packaging</p> <ul style="list-style-type: none"> <li><b>a. Primary</b></li> <li>b. Secondary</li> <li>c. Transportation</li> <li>d. Tertiary</li> </ul>	1
viii.	<p>The following is not true about packaging.</p> <ul style="list-style-type: none"> <li>a. Packaging is an important element in forming a marketing plan as it helps with promotion and performs the role of passive salesman, in addition to protecting the product.</li> <li>b. In the absence of a salesman, the package should be able to grab the eyeballs of the buyers. Good packaging may lead to improved consumer acceptance.</li> <li>c. The product package has an important promotional function, establishing meaningful communication with the consumer.</li> <li><b>d. Designing the product package should be according to the ideas of a marketer. This will enable the marketers to push the product.</b></li> </ul>	1

ix.	I possess a secondary usefulness after the contents have been consumed. Who am I? a. Bulk package b. Consumer package <b>c. Dual package</b> d. Industrial package	
x.	When customers are waiting in line at the supermarket, they often notice chocolate bars or small packs of gum placed near the cash register. These are not usually planned purchases, but because they're low-cost, attractive, and easily accessible, people often buy them spontaneously.  From the above statements, chocolate bars and small packs of gums are a classic example of _____ a. Staple goods b. Speciality goods <b>c. Impulse goods</b> d. Raw materials and inputs	1
xi.	What is considered as the fifth 'P' of marketing. Ans: Packaging	1
xii.	Give an example of a new unsought good. Ans: Polio vaccine	1

### **SECTION B: SUBJECTIVE TYPE QUESTIONS**

	Answer any 1 out of the given 2 questions on Employability Skills (1 x 2 = 2 marks) Answer each question in 20 – 30 words.	Marks
Q.3.	What are the different ways where we can minimize the waste production in the manufacturing plants and factories?	2
Q.4.	Explain any two green jobs in tourism.	2
Q.5.	Eco Build Constructions is a company that builds homes and offices. Recently, it decided to focus on creating green jobs to make its work better for the environment and for future generations.  In case of the situation mentioned above, how will Eco Build Constructions benefit from green jobs.	2


	Answer any 2 out of the given 4 questions in 20 – 30 words each (2 x 2 = 4 marks)	Marks
Q.6.	Knorr Soups are marketed as more than just regular soups. In a market full of ready-to-make soup options, Knorr stands out by offering soups that are both tasty and healthy. The brand emphasizes	2

	<p>quick preparation time, health, taste, and convenience making it ideal for busy families or working individuals.</p> <p>Identify and the explain the product component mentioned above. MS: 1 mark identify and 1 mark explain Ans: The differentiated product:</p> <ol style="list-style-type: none"> <li>All the branded products are supposed to be differentiated products, but in certain cases where the brand name alone has not earned enough distinction the case may be different.</li> <li>Here the marketer tries to differentiate his product from the clutter created by competitor products by highlighting some of the special attributes/features /qualities his brand has.</li> <li>The difference could be tangible or psychological.</li> <li>For e.g., Knorr's Soups are tasty and healthy soups and can be prepared easily.</li> </ol>	
Q.7.	<p>Explain any two factors influencing the product mix. MS: ½ mark title point and ½ mark explanation Ans: (any 2)</p> <ul style="list-style-type: none"> <li>• Market demand</li> <li>• Cost of product</li> <li>• Quantity of production</li> <li>• Advertising and distribution factors</li> <li>• Use of residuals</li> <li>• Competitor's actions</li> <li>• Full utilization of marketing capacity</li> <li>• Goodwill of the company</li> </ul>	2
Q.8.	<p>A customer looking to buy a Rolex watch doesn't easily settle for alternatives. They are willing to visit exclusive showrooms, wait for availability, and pay a premium price because of the brand's prestige, craftsmanship, and status</p> <p>Identify the consumer good mentioned above and state any one feature. MS: 1 mark identify and 1 mark explain (1 + 1 = 2) Ans: Speciality goods</p> <p>Features (Any 1)</p> <ol style="list-style-type: none"> <li>The demand for such products is relatively infrequent.</li> <li>ii. Products are high priced.</li> <li>iii. Sale of such products is limited to few places.</li> <li>iv. Aggressive promotion is required for such products.</li> <li>v. After sales service is required for these products.</li> </ol>	2

Q.9.	<p>Smart Water, a premium bottled water brand, enters the growth stage after its successful launch. Suggest marketing strategies related to product and pricing that Smart Water will have to undertake in order to survive in the growth stage</p> <p>MS: 1 mark each point (1 + 1 = 2)</p> <p>Ans:</p> <p>Product quality is maintained and additional features and support services may be added.</p> <p>2) Pricing may remain the same as the firm enjoys increasing demand with little competition.</p>	2
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	Answer any 2 out of the given 4 questions in 30– 50 words each (2 x 3 = 6 marks)	Marks																								
Q.10.	<p>Differentiate between convenience goods and speciality goods on the basis of the following:</p> <p>a. product</p> <p>b. price</p> <p>c. place</p> <p>MS: 1 mark each on differentiation (1 + 1 + 1 = 3)</p> <p>Ans:</p> <table><tr><th rowspan="2">BASIS OF COMPARISON</th><th colspan="4">TYPE OF CONSUMER PRODUCT</th></tr><tr><th>CONVENIENCE</th><th>SHOPPING</th><th>SPECIALTY</th><th>UNSOUGHT</th></tr><tr><td>Product</td><td>Toothpaste, cake mix, hand soap, ATM cash withdrawals</td><td>Cameras, TVs, briefcases, airline tickets</td><td>Rolls-Royce cars, Rolex watches, heart surgery</td><td>Burial insurance, thesaurus</td></tr><tr><td>Price</td><td>Relatively inexpensive</td><td>Fairly expensive</td><td>Usually very expensive</td><td>Varies</td></tr><tr><td>Place (distribution)</td><td>Widespread; many outlets</td><td>Large number of selective outlets</td><td>Very limited</td><td>Often limited</td></tr></table>	BASIS OF COMPARISON	TYPE OF CONSUMER PRODUCT				CONVENIENCE	SHOPPING	SPECIALTY	UNSOUGHT	Product	Toothpaste, cake mix, hand soap, ATM cash withdrawals	Cameras, TVs, briefcases, airline tickets	Rolls-Royce cars, Rolex watches, heart surgery	Burial insurance, thesaurus	Price	Relatively inexpensive	Fairly expensive	Usually very expensive	Varies	Place (distribution)	Widespread; many outlets	Large number of selective outlets	Very limited	Often limited	3
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Q.11.	<p>Product managers have to play a vital role for carving a niche within a specific market segment through enhanced service, image marketing and by creating new value and strengthening through repositioning. Identify and explain any two characteristics of the stage mentioned above.</p> <p>MS: 1 mark identify and 1 mark each for features (1 + 1 + 1 = 3)</p> <p>Ans:</p> <p>Decline Stage</p> <p>Features</p>	3																								

	<p>a. This is the phase where sales decline as the customer's preferences have changed in favour of more efficient and better products.</p> <p>b. Product forms and brands enter into decline stages while product categories last longer.</p> <p>c. The number of competing firms also gets reduced and generally the industry has limited product versions available to the customer.</p> <p>d. Sales and profits decline rapidly and competitors become more cost conscious.</p> <p>e. Brands with strong loyalty by some customer segments may continue to produce profits.</p> <p>f. There are hidden costs in terms of management time, sales force attention, frequent stock re-adjustments and advertising changes.</p> <p>g. For these reasons, companies need to pay attention to their dying products.</p> <p>h. At times management may decide to:</p> <p>i. maintain its brand without changes in the hope that some competitors will leave the market</p> <p>j. reposition the product in the hope of moving it back to the growth phase in a new image</p> <p>k. prune the product from the line.</p>	
Q.12.	<p>All the prepackaged foods sold in the country are required to comply with the Food and Safety Standards (Packaging and Labeling) Regulations 2011 issued by the Food Safety and Standards Authority of India functioning under the Ministry of Health and Family Welfare.</p> <p>In light of the above statement, explain any three functions of labelling.</p> <p>MS: ½ mark title point and ½ mark explanation</p> <p>Ans: (any 2 points)</p> <ul style="list-style-type: none"> <li>• Provides description of the product and specifies its content:</li> <li>• Identifies the product or brand:</li> <li>• Aids in product grading</li> <li>• Facilitates in the promotion of products</li> </ul>	3
Q.13.	<p>What are the useful packaging decisions to be undertaken by a marketer or an organization?</p> <p>MS: 1 mark each</p> <p>Ans</p> <ul style="list-style-type: none"> <li>• Packaging design</li> </ul>	3

	<ul style="list-style-type: none"> <li>• Attractive color</li> <li>• Packaging the product line</li> </ul>	
	Answer any 1 out of the given 3 questions in 50– 80 words each (4 x 3 = 12 marks)	Marks
Q.14.	<p>Steel sheets manufactured by Tata Steel are used by automobile companies like Maruti Suzuki to produce car bodies. These steel sheets are not meant for direct consumer use but for business services and serve as essential inputs in the production of consumer vehicles.</p> <p>a. Identify the type of product b. Explain the categories of the product identified in (a) c.</p> <p>MS: 1 mark identify and 1 mark each for classification Ans: Industrial product</p> <p>Classification:</p> <ul style="list-style-type: none"> <li>• Capital items</li> <li>• Manufactured materials and parts</li> <li>• Supplies and business services</li> </ul>	4
Q.15.	 <p>From the above given image:</p> <p>a. Identify and state the type of package used by Maggie. b. Explain any three functions of packaging</p> <p>MS: 1 mark identify and ½ mark title point and ½ mark explanation 1 mark each functions (1 + 1 + 1 + 1 = 4) Ans: Consumer Package</p> <p>Functions (any three)</p> <ol style="list-style-type: none"> <li>Protection</li> <li>Appeal</li> <li>Performance</li> <li>Packaging for convenience</li> <li>Cost effectiveness</li> </ol>	4
Q.16.	Glow Mist Serum was launched as a revolutionary skincare product claiming to offer instant glow and anti-aging benefits using rare botanical extracts. It entered a competitive market dominated by	4



	<p>trusted brands like L'Oréal and Neutrogena. However, users soon reported skin irritation and inconsistent results. Negative reviews spread on social media, and dermatologists raised concerns about its unverified ingredients. Sales declined sharply and retailers stopped restocking it.</p> <p>a. According to you, which stage of product life cycle is Glow Mist Serum heading towards?</p> <p>b. Explain in detail any three characteristics of this stage.</p> <p>MS: 1 mark identify and 1 mark each features (1 + 1 + 1 + 1 = 4)</p> <p>Ans:</p> <p>Decline stage</p> <p>Features:</p> <p>l. The number of competing firms also gets reduced and generally the industry has limited product versions available to the customer.</p> <p>m. Sales and profits decline rapidly and competitors become more cost conscious.</p> <p>n. Brands with strong loyalty by some customer segments may continue to produce profits.</p> <p>o. There are hidden costs in terms of management time, sales force attention, frequent stock re-adjustments and advertising changes.</p> <p>p. For these reasons, companies need to pay attention to their dying products.</p> <p>q. At times management may decide to maintain its brand without changes in the hope that some competitors will leave the market or it may decide to re-position the product in the hope of moving it back to the growth phase in a new image or eventually prune the product from the line.</p>	
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