INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
Worksheet: 01	Chapter 1: Product (Case Based Questions)

1. Products have their own identity & personality. Most of the users associate meaning with products which given 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. **(SQP 22-23)**

Ans:

COMPONENTS OF A PRODUCT

(For explanation refer to notebook ans)

2. 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. **(CBSE 22-23)**

Ans: The type of product identified is Regularly Unsought Product

(For explanation refer to notebook ans)

3. 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 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. **(CBSE 22-23)**

Ans:

The concept identified is Labelling

Role of Labelling

(For explanation refer to notebook ans)

4. 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.

Ans:

The stage of Maggie's PLC is Introductory Stage.

This phase marks the launch of a new product and it is characterized by:

(For explanation refer to notebook ans)

5. "Packaging has been criticized as being expensive, giving no additional value and often deceptive." How would you justify marketers use of packaging?

Ans:

Functions of Packaging

(For explanation refer to notebook ans)

6. Mr. Mani is the owner of TypoX, a company which manufactures typewriters. The typewriter began to go into decline with the advent of the electronic word processor and then computers, laptops and smartphones. While there are still typewriters available, the product is now at the end of its decline phase with few sales and little demand.
Imagine you are the Marketing Manager at TypoX. Mention a few marketing strategies you would undertake in order to revive the business.

Ans:

- The product can be maintained by either by adding new features or finding new uses.
- The costs can be reduced and it can be offered to loyal segment.
- The product can be discontinued or sold to another firm that is willing to continue the product.

7. Jennifer is a regular shopper at Lulu Hypermarket. She visits the location for purchasing groceries, items of daily necessities, etc. Her son Jefferson, always observed that while at the billing counter, Jennifer would always add items to the cart which are not mentioned in the shopping list which she and her son prepared at home.
From the above given case identify the type of products that Jennifer is purchasing at the last moment. Explain the identified type of product.

Ans: The type of product identified is Impulse goods.

(For explanation refer to notebook ans)