



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Subject:	Marketing - 2026
OTQs & DTQs	Chapter 1: Product

QT NO	OBJECTIVE TYPE QUESTIONS
1	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
2	How can a marketer ensure that the brand mark for his products and services is not copied by any other marketer? Trademark
3	A label performs several functions for a product. These include all of the following except: a) Grades b) Protects c) Describes d) Classifies
4	Name any two dimensions of product mix. Ans: Breadth, Depth and Consistency
5	Mention any one quality of fifth “P” of marketing mix.
6	Concept of labelling & packaging are associated with which element of marketing mix: a) Price mix b) Product mix c) Place mix d) Promotion mix
7	Luxury & More is a smart eyewear brand that has an optical, head-mounted display. They designed the glasses with the goal of allowing users to connect with the internet via voice commands. They competed with more popular smart products like smart watches, speakers, and televisions. They were criticised for being able to capture videos of people without their knowledge. Moreover, the eyewear failed to perform any functions effectively. Identify the stage of product life cycle Luxury & More is heading towards? – Decline Stage
8	Kinley, a bottled water by The Coca-Cola Company. Since many bottled water brands are similar, the brand name alone may not stand out. The company differentiates Kinley by highlighting purity, advanced filtration, and safety standards. Identify the product level mentioned above. – Differentiated product
9	LG produces a variety of electrical gadgets such as television sets, washing machines, refrigerators etc. identify the dimension of product mix - Breadth
10	Godrej Company used to manufacture cupboards, locks, safes, refrigerators etc. on a large scale but has now entered into cosmetics, soaps etc. Identify the product decision. – Product diversification
11	Who said, “Product is a complex of tangible & intangible attributes, including packaging, colour, Price, Prestige & services that satisfy needs & wants of people”? a. Philip Kotler

	b. William J. Stanton c. Peter Drucker d. Jonah Berger
12	What is it called when a product is deliberately altered to make it more attractive to its target market? a. Product diversification b. Product standardization c. Product differentiation d. Product modification
13	Which out of these increases the rights of a brand or a company by ensuring legal evidence and its ownership? a. Brand b. Trademark c. Logo d. Brandmark
14	Name the element of marketing mix which is the starting point of planning - product
15	Identify the type of product which have high unit price and profit margin. a. Convenience products b. Shopping products c. Speciality products d. Unsought products
16	A) The life cycle of the product is the longest and that of the brand is shortest 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
	DESCRIPTIVE TYPE QUESTIONS
1	These are the goods where the customer while selecting the product for purchase makes due comparisons on the bases of quality, price, style and suitability. Identify and explain the type of consumer goods highlighted in the statement above. Ans: Shopping goods
2	These goods are exclusive sold in only one or few selected outlets per market and are exclusively distributed. Identify the type of consumer goods highlighted above. State any 3 features of the same. Ans: Speciality goods
3	Differentiate between Shopping goods and Unsought goods
4	An ice cream brand like <i>Amul</i> launches new flavors such as Oreo and Mango Delight. Since more people are buying them, the company makes ice creams in large quantities, which reduces the cost per unit. Other brands like <i>Kwality Walls</i> and <i>Häagen-Dazs</i> also enter the market, giving customers more choices of flavors, prices, and packaging. The market grows as not just children, but also adults and families buy these new ice creams. <i>Amul</i> creates a strong position by promoting its unique flavors. Because of higher sales and lower costs, the company earns more profit. At the same time, it spends money on advertising, developing new flavors, and increasing distribution in more shops to attract even more customers. From the above case: a. Identify the stage at which Amul is present in the product life cycle. - Growth b. Mention any three features of the stage identified in (a).

5	Customers have low awareness and those who are willing to try the product do so in small quantities called trial purchase. Identify and explain in detail the product life cycle mentioned in the statement given above. - introduction
6	Sandra rushed to the art supply store to buy a set of paint tubes for her son's school project. She grabbed a set of paint tubes and headed to the checkout. Little did she realize that the paint tube she bought had no protective seal, and the vibrant paint inside had already started to ooze out. Upon reaching home, as she started unloading the groceries, she was shocked to discover the car seat was splattered with paint. a. Identify the important product related decision that was ignored by the company. - packaging b. Explain any two functions of the product related decision identified in (a)
7	The quality control of a product would be meaningless if the package designed to carry the product from the factory to the ultimate consumer is not adequate. a. Identify the level of packaging mentioned above. – transportation packaging b. Explain any three other levels of packaging apart from the one identified in (a)
8	Mr. Joshi purchased an expensive inverter split air-conditioner on 17 th Feb, 2026 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. – Regularly unsought products
9	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.
10	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 the stage of PLC in which the product is. Explain the identified stage along with its characteristics.- Maturity
11	The beloved bakery brand, "Sweet Delights," launched a new muffin named the "Choco-Nut Surprise." Denise, a loyal customer of the brand, purchased one of these muffins. Unfortunately, within minutes of consuming it, she had to be rushed to the hospital. It was later revealed that tree nuts were a key ingredient in the muffin, and Denise happened to be highly allergic to tree nuts. Shockingly, the product packaging contained no information regarding this allergen or ingredient. Denise, rightfully enraged by Sweet Delights' negligence, decided to file a complaint with the consumer court. From the above given case answer the following questions: a. Identify and state the product decision is ignored by Sweet Delights. - Labelling b. Explain any two important roles of the product decision identified in (a)