



## INDIAN SCHOOL AL WADI AL KABIR

**Class: XII**

**Topic: UNIT 1 – PRODUCT**

**Department:  
COMMERCE**

**WORKSHEET NO: 1**

### **I. CHOOSE THE RIGHT OPTION:**

**1. Which out of the following is not included in the components of a product? (CBSE 2019-2020)**

- (a) Associated feature
- (b) Core product
- (c) Logo
- (d) **Brand mark**

**2. Which one of the following is not an example of Industrial product? (CBSE 2019-2020)**

- (a) **Shirt**
- (b) Leather
- (c) Cotton
- (d) Office Equipment

**3. Good packaging may lead to improved \_\_\_\_\_.**

- (a) **Consumer acceptance**
- (b) Consumer satisfaction
- (c) Consumer demand
- (d) Consumer desire

**4. Sales tend to decline after this stage in the life of a product.**

**(CBSE 2019-2020)**

- (a) Introduction
- (b) Growth
- (c) Saturation
- (d) Maturity**

**5. \_\_\_\_\_ 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

**4. Which of the following is a Shopping Product? (CBSE 2018- 2019)**

- (a) T.V. Set**
- (b) Raw Material
- (c) Sugar
- (d) Milk

**5. A \_\_\_\_\_ is defined as a name, term, symbol, design or a combination of them which is intended to identify the goods & services of one seller and to differentiate them.**

- (a) Brand**
- (b) Logo
- (c) Trademark
- (d) Label

**6. The various stages in the life cycle of a product are listed in the following order: (CBSE 2018-2019)**

- (a) Introduction, Growth, Maturity, Saturation, Decline
- (b) Introduction, Growth, Maturity, Decline**
- (c) Growth, Introduction, Saturation, Maturity, Decline
- (d) Introduction, Maturity, Saturation, Growth, Decline

**7. The following of these are used for packaging of wheat (CBSE 2018-2019)**

- (a) Wooden Boxes
- (b) Cardboard Boxes
- (c) Jute Sacks**
- (d) Plastic Buckets

**8. Which P of Marketing mix ensures availability of products? (CBSE 2020-2021)**

- (a) Place**
- (b) Product
- (c) Promotion
- (d) Price

**9. Products also follow the \_\_\_\_\_ curve with certain products deviating showing a sharp growth followed by a sharp decline.**

- (a) C
- (b) S**
- (c) V
- (d) W

**10. Market expansion with new customers being added is the feature of this stage. (CBSE 2020-2021)**

Identify the stage out of the following:

- (a) Growth stage**
- (b) Introduction stage
- (c) Maturity stage
- (d) Decline stage

**11. Who said, “Product is a complex of tangible & intangible attributes, including packaging, colour, Price, Prestige & services that satisfy needs & wants of people”? (CBSE 2020-2021)**

- (a) Philip Kotler
- (b) William J. Stanton**
- (c) Peter Drucker
- (d) Jonah Berger

**12. Product represents solution to \_\_\_\_\_ problems.**

- (a) Company
- (b) Marketer
- (c) Customer**
- (d) Retailer

**10. Which out of the following is NOT included in the components of a product? (SQP 2020 - 2021)**

- (a) Associated feature
- (b) Core product
- (c) Logo
- (d) Tangible attributes**

**11. Attractive packaging is also an efficient \_\_\_\_\_.**

- (a) Advertising
- (b) Point of sale
- (c) Promotion
- (d) **Point of purchase**

**12. It provides written information about the product helping the buyer to understand the nature of the product its distinctive features.**

**(CBSE SP 2019-20)**

- a) Brand
- b) Logo
- c) Package
- d) **Label**

## **II. FILL IN THE BLANKS:**

13. The term Product is mostly used as a need-satisfying entity.

14. The components of the product include core product, associated features, brand name, logo, package and label, trademark.

15. The core product is the basic element of the product.

16. The total product personality is mostly enhanced through the associated features.

17. A brand is defined as a name, term, symbol, design or a combination of them which is intended to identify the goods and services of one seller and to differentiate them from those of competitors.

18. A trademark is a brand with legal protection, thus ensuring its exclusive use by one seller. **(CBSE 2024)**

19. The logo is the brand mark/symbol and an essential aspect of the product, extending its support to the brand effectively.

20. The package is another important component of the total product personality, particularly in packaged consumer products.

21. The **label** is the part and parcel of a package.
10. **Product** is the focal point, and all the marketing activities revolve around it.
11. **Generic Product** is the unbranded and undifferentiated commodity.
12. The **augmented product** aims to enhance the value of the product/offer through voluntary improvements.
13. The **potential product** is the future product inclusive of the advancement and refinement that is possible under the existing technological, economic, competitive conditions prevailing in that category
14. When the company has good reputation in the market, new product can be launched without much difficulty. This is **Goodwill** of the company.
15. Environmental awareness among the consumers has promoted the introduction of **eco label** awarded on the basis of a product's environmental friendliness.
15. A **bulk package** is either for the consumer whose consumption is large or is bought to save cost.
16. Consumer packaging is also intended to offer better convenience to the consumer and protect the product from **pilferage and damage**.

### **III. ANSWER THE FOLLOWING QUESTIONS:**

21. Explain the types of industrial products. (CBSE 2019-2020) – 5 marks
22. Explain the classification of label as classified by William J. Staton  
(CBSE SP 2019-20) - 2 marks
23. Explain the qualities of fifth P' OF MARKETING MIX  
(CBSE SP 2019-20) - 2 marks
24. Packaging is considered as the 5th P of Marketing Mix. What are its implications on the PLC? Discuss.
25. "Packaging has been criticized as being expensive, giving no additional value and often deceptive." How would you justify marketers use of packaging?
26. "What is convenience product for one person may be a shopping product for another." Explain with the help of examples. (CBSE 2019-2020) – 3marks
27. Explain the marketing strategy suitable for shopping goods.  
(CBSE SP 2019-20) - 3 marks
28. Distinguish between Consumer products and Industrial products.
29. What are speciality products? Give two examples.  
(CBSE 2019-2020) – 2 marks
30. What are the functions of packaging? Explain various packaging strategies.

31. 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 notes)**

32. “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 notes)**

33. 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.

**ALL THE VERY BEST.....!!**