



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Topic: UNIT TITLE V – EMERGING TRENDS IN MARKETING WORKSHEET NO: 1	Department: COMMERCE
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I. CHOOSE THE RIGHT OPTION:

1. Service is not a thing but a process – the process is the **product** but at the same time services rely upon things for their performance.

- A. physical evidence
- B. performance
- C. product**
- D. process

2. The economy of India is the _____ in the world by GDP and the third largest by purchasing power parity (PPP).

- A. third-largest
- B. second-largest
- C. seventh-largest**
- D. tenth-largest

3. Indian economy became the fastest growing major economy from the last quarter of 2014, replacing the _____.

- A. People's Republic of India
- B. People's Republic of China**
- C. People's Republic of UK
- D. People's Republic of USA

4. The Indian economy has the potential to become World's _____ by the next decade.

A. 1-largest economy

B. 2-largest economy

C. 4-largest economy

D. 3-largest economy

5. The agriculture sector is the largest employer in Indian economy but it contributes to a declining share of GDP _____ in 2013-14.

A. 17%

B. 15%

C. 20%

D. 30%

6. The Indian _____ industry is one of the largest in the world.

A. Hospitality

B. IT services

C. automobile

D. manufacturing

7. In most of the cases production and consumption goes in _____

A. simultaneously

B. heterogeneously

C. continuously

D. homogeneously

8. _____ is the main source of many of the problems of supply and demand that services marketers face.

- A. **Perishability**
- B. Non-ownership
- C. Heterogeneity
- D. Homogeneity

9. Customers cannot own the service they receive because _____ is not transferred from the buyer to the seller as it is with a product.

- A. service
- B. product
- C. owner
- D. ownership**

10. On the basis of level of tangibility, the services may be identified on a _____, tangible dominant to intangible dominant.

- A. goods-service continuum**
- B. product-service continuum
- C. services-goods continuum
- D. proposed good

11. One of the following is the name of a Social Networking site : CBSE 2018

- A. Microsoft
- B. Excel
- C. Twitter**
- D. Java

II. FILL IN THE BLANKS:

11. Service should have features like credibility, understanding the customer and responsive.

12. Low customization and low empowerment of employees (Food retailing superstore); High customization but low empowerment (Telebanking); low

customization and high empowerment (**Radiology service**); and high customization and high empowerment (**Accountant**).

16. **Digital marketing** is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

17. Traditional marketing uses mediums like print, billboard, **television** and **radio advertisements**.

18. The main objective of marketing is to reach potential customers through the channels where they spend time reading, searching, shopping, or **socializing online**.

19. Today, anyone with an online business along with offline businesses can participate in online marketing by creating a **website** and building customer acquisition campaigns at little to no cost.

20. The marketing products and services also have the ability to experiment with optimization to finetune their campaigns' efficiency and **ROI**.

21. SEM stands for **Search Engine Marketing**.

22. CRM stands for **Customer Relationship Management**.

23. Online marketing can also be crowded and **competitive**. Although the opportunities to provide goods and services in both local and far-reaching markets is very high but still significant amount of competition exists.

24. **Social media marketing** is the use of social media platforms and websites to promote a product or service.

25. One of the main purposes of employing social media in marketing as a communication tool is that it makes the companies accessible to those interested in their product and makes them visible to those who have **no knowledge of their products**.

26. Companies address a range of stakeholders through social media marketing including current and potential customers, current and potential employees, **journalists, bloggers**, and the **general public**.

27. Facebook 107 million male and **33 million** female users.

28. **Twitter** is the second most popular social media platform.

29. Twitter allows companies to promote their products in short messages known as tweets limited to **140** characters which appear on followers.

30. **LinkedIn** is, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others.

31. LinkedIn **has 26.27 million** male and **10.73 million** female users in India.

III. ANSWER THE FOLLOWING QUESTIONS:

32. Write a note on Foursquare.

33. What is Google +

34. Discuss advantages and disadvantages of 'Online Marketing' CBSE 2020

35. List the disadvantages of Online Marketing

36. Explain the advantages of Social Media Marketing

37. Write a detailed note on the platforms for Social Media Marketing

38. What is Social Media ? Write the names of two Social Media sites. CBSE 2018

39. Give one advantage and one limitation of online marketing. CBSE 2018

ALL THE VERY BEST.....!!