



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
Worksheet: 01	Chapter 5: Emerging Trends in Marketing

I. CHOOSE THE RIGHT OPTION:

1. Service is not a thing but a process – the process is the _____ 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

12. Online marketing is the promotion of products or brands via one or more forms of _____

A. print media

B. electronic media

C. social media

D. electric media

13. Full form of ICT is

A. Information Communication Technology

B. Information Communication Technique

C. Information Communicative Technology

D. Informative Communications Technology

14. Online marketing is broader aspect than _____.

A. personal selling

B. network marketing

C. social media marketing

D. direct marketing

15. The user engagement rate of Instagram was _____ times higher than of Facebook and 25 times higher than that of Twitter.

A. 8

B. 9

C. 10

D. 15

16. Service is not a thing but a process – the process is the product ; but at the same time services rely upon things for their_____.

A. performance

B.process

C.physical evidence

D.tangible nature

17. A service can be rightly called, —a deed, a performance, _____.

A. product

B.an example

C. an effort.

D.physical evidence

18. Processing focus may be body, mind, tangible assets, intangible assets; and _____ may be one-to-one sequential, one-to –one, and one-to-many.

A.demand system

B. customer system

C.supplier system

D. delivery system

19. Competence, _____, tangibles and communication are qualitative features of services.

A.process

B.communication

C. courtesy

D.physical evidence

20. _____ is the promotion of products or brands via one or more forms of electronic media.

A. Social Media marketing

B. Electronic marketing

C. Mass Media marketing

D. Online marketing

21. 1. Intangibility 2. Simultaneity 3. Heterogeneity 4. Perishability 5. Non Ownership are the _____ of services.

A. demerits

B. merits

C. features

D. characteristics

22. One of the following is a characteristic of service : CBSE 2018

(a) It can be touched or viewed

(b) It can be stored

(c) It cannot be separated from the service provider

(d) It can be produced in anticipation of demand

II. FILL IN THE BLANKS:

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

2. **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.

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

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

5. 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.

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

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

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

9. **Online marketing** can also be crowded and competitive.

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

11. 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.

12. 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.
13. Facebook **107 million** male and **33 million** female users.
14. Twitter is the **second** most popular social media platform.
15. Twitter allows companies to promote their products in short messages known as tweets limited to **140** characters which appear on followers.
16. **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.
17. LinkedIn has **26.27 million** male and **10.73 million** female users in India.
18. **WhatsApp** started as an alternative to SMS initially.
19. The use of **online marketing** in the digital era not only allows brands to market their products and services and creates brand awareness.
20. The use of online marketing in the digital era not only allows brands to **market** their products and services and **creates brand awareness**.
21. **Foursquare** allows businesses to create a page or create a new/claim an existing venue.
22. No service can be examined before its enactment because of **intangibility**.
23. **Perishability** is the main source of many of the problems of supply and demand that services marketers face.
24. A consumer has always to be present in the service factory, either the service provider comes to him (plumber) or he goes to service provider (hair salon). This **simultaneity** develops much more close contact with the customer.
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.