



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
Worksheet: 01	Chapter 1: Product

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. Sales tend to decline after this stage in the life of a product. **(CBSE 2019-2020)**

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

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

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

5. 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

6. 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

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

(a) Place

(b) Product

(c) Promotion

(d) Price

8. 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

9. 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

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. 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

12. Which 'P' out of the following is the focal point of all marketing activities? (SQP - 2021)

(a) Product

(b) Price

(c) Promotion

(d) Place

13. The specific company's products which get an identity through a name are called..... (SQP - 2021)

(a) Core Product

(b) Generic Product

(c) Branded Product

(d) Customized Product

14. Which out of the following is NOT a factor influencing product mix? (SQP - 2021)

(a) Quantity of production

(b) Affordability

(c) Market demand

(d) Use of residuals

15. What increase the rights of brand or company and its ownership? (SQP - 2021)

(a) Brand marks

(b) Brand names

(c) Logo

(d) Trademarks

16. For which type of products Sellers engage in Price war. **(SQP - 2021)**

(a) Shopping products

(b) Emergency goods

(c) Homogenous Products

(d) Heterogeneous shopping

17. (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. **(SQP - 2021)**

(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

18. _____ increases aesthetics & sales appeal. (SQP - 2021)

(a) label

(b) Brand name

(c) Package

(d) logo

19. The needs of the customer are identified through market research and the insights thus obtained are used to add new features to the product **[CBSE SP 2019-20]**

(a) Core benefit

(b) Augmented product

(c) Differentiated product

(d) Potential product

20. Name the concept used to describe a group of related products manufactured by a single company. **(SQP 22-23)**

(a) Product line

(b) Product mix

(c) Product portfolio

(d) Product decision

21. Name any two dimensions of product mix. **(SQP 22-23)**

Ans: Breadth, Depth, Consistency

22. Mention any one quality of fifth “P” of marketing mix. **(SQP 22-23)**

Ans: One quality of 5th P of Marketing Mix, i.e. Packaging is Attractive Appearance

23. Concept of labelling & packaging are associated with which element of marketing mix: **(SQP 22-23)**

(a) Price mix

(b) Product mix

(c) Place mix

(d) Promotion mix

24. Marketers highlight some of the special attributes/ features/ qualities their brand is endowed with. The difference could be tangible or psychological. These sentences are related to _____ **(CBSE 22-23)**

(a) Potential Product

(b) Augmented Product

(c) Differentiated Product

(d) Generic Product

25. What type of products are always purchased without any planning? **(CBSE 22-23)**

Ans: Impulse Goods

26. For what type of shopping products does price become secondary in case the focus is on style/ quality? **(CBSE 22-23)**

(a) Homogeneous products

(b) Heterogenous products

(c) Consumer products

(d) Services

27. What type of industrial goods are used in producing the finished goods? **(CBSE 22-23)**

(a) Capital items

(b) Raw materials

(c) Supplies and business services

(d) Manufactured materials and parts

28. From which stage of PLC can an organization observe an onset of decline in profits? **(CBSE 22-23)**

(a) Introduction

(b) Growth

(c) Maturity

(d) Decline

29. Why does the marketer design the product package according to the changing customer preferences and attitudes? **(CBSE 22-23)**

Ans: It will enable the marketers to push the product

30. Good packaging may lead to improved _____.

(a) Consumer acceptance

(b) Consumer satisfaction

(c) Consumer demand

(d) Consumer desire

31. _____ 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

32. 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

33. 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

34. Product represents solution to _____ problems.

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

35. Attractive packaging is also an efficient _____.

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

36. _____ can be defined as an art, science, and technology of preparing goods for transport and sale.

- (a) Labeling
- (b) Tagging
- (c) Branding
- (d) Packaging**

37. Marketers define packages as the _____ of marketing.

- (a) Last P
- (b) First P
- (c) Fifth P**
- (d) Second P

38. Products have their own _____ or a _____.

- (a) Identity and personality**
- (b) Brand and logo
- (c) Image and goodwill
- (d) Advertisement and personal selling

39. If a consumer buys an air conditioner for use at home, the air conditioner is a consumer product. If the same consumer buys the same air conditioner for use in his factory, it is an _____ product.

- (a) Company

(b) Industrial

(c) Personal

(d) Employee

40. Product is anything that can be offered to someone to satisfy a _____ or _____.

(a) Wants and desire

(b) Desire and wishes

(c) Wishes and needs

(d) Needs and wants

41. When "All-out" in 1990 introduced liquid vaporizers as mosquito repellent, it was a pioneer in the product category as till 1990 mosquito coils were prevalent. Identify the product life cycle stage of All-out.

(a) Introduction stage

(b) Growth stage

(c) Maturity stage

(d) Decline stage

II. FILL IN THE BLANKS:

1. The term Product is mostly used as a need-satisfying entity.
2. The components of the product include core product, associated features, brand name, logo, package and label.
3. The core product is the basic element of the product.
4. The total product personality is mostly enhanced through the associated features.
5. 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.
6. A trademark is a brand with legal protection, thus ensuring its exclusive use by one seller.
7. The logo is the brand mark/symbol and an essential aspect of the product, extending its support to the brand effectively.
8. The package is another important component of the total product personality, particularly in packaged consumer products.
9. 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**.