




# INDIAN SCHOOL AL WADI AL KABIR

<b>Class: XII</b>	<b>Department: Commerce</b>
<b>Subject:</b>	<b>Entrepreneurship - 2024</b>
<b>Worksheet: 01</b>	<b>Chapter 3: Enterprise Marketing</b>

<b>QT NO</b>		<b>BOARD PAPER</b>
1	<p>Ratnanjali Ayurveda introduced a new range of products on the basis of the tri doshas. The marketing department is brainstorming on the branding of the new range where the customers can identify the new range easily and at the same time it creates awareness about the type of products this range has.</p> <p>The name 'AyurPrakriti', was adopted by the company and it would be used for all the products under this range.</p> <p>Which type of branding is adopted by Ratnanjali Ayurveda?</p> <ol style="list-style-type: none"><li>Individual branding</li><li>Corporate branding</li><li>Umbrella branding</li><li>Alpha numeric branding</li></ol>	BP 2023-24
2	<p>'Maharaja' of Air India is an example of:</p> <ol style="list-style-type: none"><li>Brand</li><li>Trade mark</li><li>Brand name</li><li>Brand mark</li></ol>	
3	 <p>The image given above is an example of:</p> <ol style="list-style-type: none"><li>Brand</li><li>Trade mark</li><li>Brand name</li><li>Brand mark</li></ol>	
4	<p>Detergents, milk products, cosmetics.</p> <p>The above are examples of:</p> <ol style="list-style-type: none"><li>Brand names</li><li>Brand mark</li><li>Trademark</li><li>Generic names</li></ol>	
5	<p>Hyundai has launched a new variant of its car named i20.</p> <p>The above is an example of:</p>	

	<ul style="list-style-type: none"> <li>a. Individual brand name</li> <li>b. Family brand name</li> <li>c. Corporate name</li> <li>d. Alpha-numeric name</li> </ul>	
6	<p>Tagline of a company should not include:</p> <ul style="list-style-type: none"> <li>a. Questions</li> <li>b. Price of the product</li> <li>c. Statement</li> <li>d. Exclamation</li> </ul>	
7	<p>A company has incurred expenses of \$1000 and they want to earn profit margin of 10 % than the company will sell the product at \$1100.</p> <p>Identify the pricing method in the above given scenario.</p> <ul style="list-style-type: none"> <li>a. Cost plus pricing</li> <li>b. Penetration pricing</li> <li>c. Creaming or Skimming pricing</li> <li>d. One variable pricing</li> </ul>	
8	<p>The soft drink bottle of 200 ml of a company is placed at Rs. 8, while a 2000 ml/ 2 litre bottle is placed at Rs 55.</p> <p>The above is an example of one of the following methods of pricing</p> <ul style="list-style-type: none"> <li>a. Cost plus pricing</li> <li>b. Penetration pricing</li> <li>c. Creaming or Skimming pricing</li> <li>d. Variable pricing</li> </ul>	
9	<p>A new smartphone brand, "Nothing" launches its flagship smartphone, the Nothing Phone (1), at Rs. 27,999, significantly lower than competitors'.</p> <p>They heavily market this competitive pricing, attracting price-sensitive customers and early adopters. Within months, Nothing gains substantial market share. After building brand loyalty, they gradually increase the price to Rs. 29.999, enhancing profit margins.</p> <p>This strategy allows Nothing to establish a strong market presence and profitability in the long term.</p> <p>Identify the type of pricing in the case above.</p> <ul style="list-style-type: none"> <li>a. Cost plus pricing</li> <li>b. Penetration pricing</li> <li>c. Creaming or Skimming pricing</li> <li>d. Variable pricing</li> </ul>	
10	<p>A gaming console company releases its new console, the "GameBox Ultra," at INR 49,999, aiming at early adopters eager for the latest technology. The high price point helps the company to recover the substantial investment in development and marketing. After a few months, once initial sales have slowed, the company drops the price to INR 34,999 in order to appeal to a wider audience.</p>	

	<p>This strategy allows the company to maximize early profits and later on it decides on adjusting its price to attract more price-sensitive customers and increase market share.</p> <p>Identify the type of pricing in the case above.</p> <ol style="list-style-type: none"> <li>Cost plus pricing</li> <li>Penetration pricing</li> <li>Creaming or Skimming pricing</li> <li>Variable pricing</li> </ol>	
11	<p>It that part of a brand which can be vocalized i.e. can be spoken. Like, Mercedes, Woodland, Asian Paints.</p> <ol style="list-style-type: none"> <li>Logo</li> <li>Brand</li> <li>Trademark</li> <li>Tagline</li> </ol>	
12	<p>An organisaiton with several products lines has which one of the following mix that consists of all the product lines and items which a particular seller offer for sale?</p> <ol style="list-style-type: none"> <li>Product mix</li> <li>Brand mix</li> <li>Consumer mix</li> <li>Packaging mix</li> </ol>	
13	<p>'Shiny Teeth' have been in the field of manufacturing toothpastes since 2010. They decided to foray into the field of other specialised products in oral hygiene. Initially they decided to promote their specialised products to a large audience in the same manner as how they have been promoting their toothpastes.</p> <p>Within a few months they realised that their promotion technique is not working. The marketing team analysed and came to the conclusion that the specialised products should be promoted to a specific target audience. This idea worked very well and the promotion was a success.</p> <p>Identify all the promotion strategies used by them?</p> <ol style="list-style-type: none"> <li>Above the line</li> <li>Below the line</li> <li>Through the line</li> </ol> <ol style="list-style-type: none"> <li>i only</li> <li>ii only</li> <li>i and ii</li> <li>i, ii, iii</li> </ol>	SAMPLE PAPER 2023-24
14	<p>Aarna industries started manufacturing ice-creams under the brand name 'Tasty'. The company decided to use 3D animation techniques which will be projected on buildings. They chose several high raise buildings all over major metropolitan cities and started their advertising campaign.</p> <p>What form of media is the company using?</p> <ol style="list-style-type: none"> <li>Television</li> </ol>	

	<p>b. Point of sale c. Ambient d. Cinema</p>	
15	<p>This promotional technique is deliberately planned and sustained effort to establish and maintain mutual understanding between an organisation and public. This industry grew 12% to touch 1600 crore in FY19, according to the fourth 'State of the Industry Survey 2019' report by the Public Relations Consultants Association of India (PRCAI).</p> <p>While media relations continue to be the largest service, non-media relations services now contribute 53 per cent of the industry's revenue.</p> <p>Identify the technique</p> <p>a. Advertising b. Sales Promotion c. Personal Selling d. Public Relations</p>	
16	<p>Assertion (A): Advertising is a paid form of communication.</p> <p>Reason (R): Successful advertising makes the products or services positively known by that section of the public most likely to purchase them.</p> <p>a. Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A) b. Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A) c. Assertion (A) is true but Reason (R) is false d. Assertion (A) is false but Reason (R) is true</p>	
17	<p>Jai Prakash Ltd., was running into losses for the past few years. The company appointed a consultant to look into the reasons for the loss. The consultant after analysing everything framed a sales strategy which helped the sales force spend time targeting the correct customer at the right time. This helped the company to revive their profits within a few months.</p> <p>Identify the types involved in this strategy</p>	
18	<p>Vienna has innovated a new pen which can read any text when placed on top of a page or newspaper which definitely helps blind and old people who are unable to read. She wishes to legally protect her product.</p> <p>Suggest one of the options to Vienna to protect her product.</p> <p>a. Patent b. Copyright c. Trademark d. Geographical indication</p>	
19	<p>Pritam, a well known Bollywood music director allegedly copied the music for his song "Pehli Nazar Mein" for the movie Race from a famous K-pop artist Kim Hyung-Sup's song 'Sarang hae yo'.</p>	

	<p>From the above scenario:</p> <ol style="list-style-type: none"> <li>Was it right on Pritam's part to copy the music of some other artist?</li> <li>Under the violation of which intellectual property can Kim Hyung-Sup take an action against Pritam?</li> </ol>	
20	<p>Which of the following is not an example of Below-the-line advertising?</p> <ol style="list-style-type: none"> <li>Personal selling</li> <li>Public relations</li> <li>Direct marketing</li> <li>Establishing brand identity</li> </ol>	
21	<p>Aithel, the owner of Dragon House in order to increase the sales of her restaurant hired an advertising company. This company created an advertisement which will be shown on different television channels during the prime time.</p> <p>Which type of advertising technique is used by Aithel?</p> <ol style="list-style-type: none"> <li>Above the line</li> <li>Below the line</li> <li>Through the line</li> <li>All of the above</li> </ol>	
22	<p>Which of the following is not part of Above the line advertising?</p> <ol style="list-style-type: none"> <li>Print media</li> <li>Cinema advertising</li> <li>Sponsorship</li> <li>Website</li> </ol>	
23	<p>Chipmunk Email Service offers a free plan but it comes with limitations. Users can send up to 12,000 emails per month for free, with the condition that they do not exceed 1,000 subscribers. This can be quite useful for small businesses or startups.</p> <p>The above form of marketing falls under:</p> <ol style="list-style-type: none"> <li>Above the line</li> <li>Below the line</li> <li>Through the line</li> <li>All of the above</li> </ol>	
24	<p>Under which method of advertising, a company can know exactly how many recipients they are able to reach and accordingly calculate the return on investment?</p> <ol style="list-style-type: none"> <li>Above the line</li> <li>Below the line</li> <li>Through the line</li> <li>All of the above</li> </ol>	
25	<p>Aithel, the owner of Dragon House in order to increase the sales of her restaurant is using the Chipmunk Email service alongwith advertisement campaigns and sponsorship programmes to promote her restaurant.</p> <p>The above is an example of:</p> <ol style="list-style-type: none"> <li>Above the line</li> </ol>	

	b. Below the line c. Through the line d. All of the above											
26	'cut out the middle man'  Which channel of distribution is based on this concept?											
27	Mention the correct sequence of the three level channel of distribution.											
28	Match Column A with Column B  <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Column A</th> <th style="width: 50%;">Column B</th> </tr> </thead> <tbody> <tr> <td>i. Producer - consumer</td> <td>A. Soaps, milk products</td> </tr> <tr> <td>ii. Producer – retailer - consumer</td> <td>B. Industrial products</td> </tr> <tr> <td>iii. Producer –wholesaler - retailer - consumer</td> <td>C. Teleshopping</td> </tr> <tr> <td>iv. Producer –agent - wholesaler - retailer - consumer</td> <td>D. clothing</td> </tr> </tbody> </table> Choose the correct option:  a. (i)C, (ii)D, (iii)B, (iv)A b. (i)D, (ii)B, (iii)C, (iv)A c. (i)C, (ii)D, (iii)A, (iv)B d. (i)C, (ii)A, (iii)D, (iv)B	Column A	Column B	i. Producer - consumer	A. Soaps, milk products	ii. Producer – retailer - consumer	B. Industrial products	iii. Producer –wholesaler - retailer - consumer	C. Teleshopping	iv. Producer –agent - wholesaler - retailer - consumer	D. clothing	
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