



INDIAN SCHOOL AL WADI AL KABIR

Class: XI

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.

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.

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.

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.

ALL THE VERY BEST.....!!