



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Topic: UNIT TITLE V – EMERGING TRENDS IN MARKETING WORKSHEET NO: 2	Department: COMMERCE
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I. CHOOSE THE RIGHT OPTION:

1. 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

2. Full form of ICT is

- A. Information Communication Technology
- B. Information Communication Technique**
- C. Information Communicative Technology
- D. Informative Communications Technology

3. Online marketing is broader aspect than _____.

- A. personal selling
- B. network marketing
- C. social media marketing**
- D. direct marketing

4. 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

5. 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

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

A. product

B.an example

C. an effort.

D.physical evidence

7. 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

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

A.process

B.communication

C. courtesy

D.physical evidence

9. _____ 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

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

A. demerits

B. merits

C.features

D. characteristics

11. One of the following is a characteristic of service :

(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 CBSE 2018

II.FILL IN THE BLANKS:

11. WhatsApp started as an alternative to SMS initially.

12. It is now common for consumers to post feedback online through social media sources, blogs, and websites feedback on their experience with a product or brand.

13. The use of online marketing in the digital era not only allows brands to market their products and services and creates brand awareness.

14. **Foursquare** allows businesses to create a page or create a new/claim an existing venue.
15. No service can be examined before its **enactment** because of intangibility.
16. **Perishability** is the main source of many of the problems of supply and demand that services marketers face.
17. 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.
18. A scheduled flight if not filled with fliers goes in vain forever. Most of the service providers, therefore, focus their marketing mix on managing **demand**.
19. Companies investing in online marketing may find **visitors' attention** is difficult to capture due to the number of businesses also marketing their products and services online.
20. 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**.

III. ANSWER THE FOLLOWING QUESTIONS:

21. Write a short note on the Service sector in India
 22. Give some examples of Online Marketing
 23. Quality of service is always to be judged by what customers think. What are the normal criteria to judge the quality of service?
 24. Describe the Characteristics of Services.
 25. Explain the types of Services in detail
 26. "If you are trying to promote your business, social media can be a huge help." Give the advantages of social media to support this statement.
- CBSE 2019
27. Give one advantage and one limitation of online marketing. CBSE 2019

ALL THE VERY BEST.....!!