



INDIAN SCHOOL AL WADI AL KABIR

Class: XII

Topic: UNIT 1 – PRODUCT

**Department:
COMMERCE**

WORKSHEET NO: 2

I. CHOOSE THE RIGHT OPTION:

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

- (a) **Product**
- (b) Price
- (c) Promotion
- (d) Place

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

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

3. 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

4. Marketers define packages as the _____ of marketing.

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

5. 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

6. Products have their own _____ or a _____.

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

7. What increase the rights of brand or company and its ownership?

(SQP - 2021)

- (a) Brand marks
- (b) Brand names
- (c) Logo
- (d) **Trademarks**

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

- (a) Shopping products
- (b) Emergency goods
- (c) **Homogenous Products**
- (d) Heterogeneous shopping

9. 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

10.(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

11. 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**

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

- (a) label
- (b) Brand name
- (c) **Package**
- (d) logo

13. 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

14. 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

II. FILL IN THE BLANKS

15. The package performs three essential roles. They are **ensures protection to the product, provides information about the product** and **increases aesthetics and sales appeal.**

16. **The label** is the part and parcel of a package.

17. **Product** is the focal point, and all the marketing activities revolve around it.

18. According to Levitt, a product offer can be conceived at four levels: **the generic product, expected product, augmented product and the potential product.**

19. Generic Product is the unbranded and undifferentiated commodity.

20. **The augmented product** aims to enhance the value of the product/offer through voluntary improvements.

21. 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

22. When the company has good reputation in the market, new product can be launched without much difficulty. This is **Goodwill of the company.**

23. Environmental awareness among the consumers has promoted the introduction of **eco label** awarded on the basis of a product's environmental friendliness.

24. A **bulk package** is either for the consumer whose consumption is large or is bought to save cost.

25. Consumer packaging is also intended to offer better convenience to the consumer and protect the product from **pilferage and damage.**

III. ANSWER THE FOLLOWING QUESTIONS:

26. What is the role of labeling?

27. Explain any two categories of convenience products.

(CBSE 2020 - 2 marks)

28. The PLC depicts a product's sales history through various stages. Accordingly, adjustments and modifications need to be made because of changes in the environment, composition of the market. Justify the statements with the help of a suitable example. (CBSE SP 2019-20 - 5 marks)

29. What are consumer goods? Explain three types of consumer goods giving suitable examples. (CBSE 2019 – 3 marks)

30. Explain the seven-level approach of a product.

31. Explain various levels of packaging. (CBSE 2020 - 3 marks)

32. Write the characteristics of a product.

33. What is Packaging? State the advantages of packaging.

34. Explain various levels of packaging. (CBSE 2020 - 3 marks)

35. You launched a product. It is in 'Introduction Stage'. Which marketing strategies will be adopted by you during this stage? List the features of labelling.

36. Products have their own identity & personality. Most of the users associate meaning with products which given them satisfaction. A customer never just purchases the core product but also needs much more than just the basic element of the product. Describe the other components of the product which contribute to making the 'total product offering'. Explain with the help of any four examples. (SQP 22-23)

Ans: COMPONENTS OF A PRODUCT (For explanation refer to notebook notes)

37. X purchased an expensive inverter split air conditioner on 1st May, 2019 and he didn't purchase AMC at the time of purchase, but eventually he discussed and expressed his thought to his family members that he might purchase AMC now. Identify the type of product and explain it in brief. (CBSE 22-23)

Ans: The type of product identified is Regularly Unsought Product (For explanation refer to notebook notes)

38. In India all the packaged foods sold are required to comply with the Food and Safety Regulations, 2011 issued by the Food Safety and Standards Authority of India functioning under Ministry of Health and Family Welfare whereby the products require more extensive descriptions of their nature and use along with safety warnings, if any. Identify the concept discussed above and explain its role. (CBSE 22-23)

Ans: The concept identified is Labelling

Role of Labelling

(For explanation refer to notebook notes)

39. Jennifer is a regular shopper at Lulu Hypermarket. She visits the location for purchasing groceries, items of daily necessities, etc. Her son Jefferson, always observed that while at the billing counter, Jennifer would always add items to the cart which are not mentioned in the shopping list which she and her son prepared at home.

From the above given case identify the type of products that Jennifer is purchasing at the last moment. Explain the identified type of product.

Ans: The type of product identified is Impulse goods.

(For explanation refer to notebook notes)

40. What is a convenience product for one person may be a shopping product for another". Explain – (4 Marks) (CBSE 2024)

41. Explain the Growth Stage in Product Life Cycle. (2 Marks) (CBSE 2024)

All THE BEST.....!!!!!!!

ISLAK