



SANGFORD SENIOR SECONDARY SCHOOL

PRE MID TERM EXAMINATIONS 2020-2021

CLASS: XII, SUBJECT: MARKETING

TOTAL MARKS: 60, DURATION: 3 Hours, EXAM NO: 0XIIMKEXPRES

INVIGILATOR'S SIGNATURE : _____

STUDENT NAME: _____ DATE: _____



General Instructions:

(i) This question paper contains 33 questions out of which the candidate needs to attempt only 25 questions.

(ii) Question paper is divided into two sections.

SECTION A

Multiple choice questions / Fill in the blanks/Direct questions: contains total 12 questions of 1 mark each. Answer any 10 questions.

Very short answer type questions: contains total 7 questions of 2 marks each. Answer any 5 questions.

Short answer type questions: contains total 7 questions of 3 marks each. Answer any 5 questions.

SECTION B

Long answer / Essay type questions: contains total 7 questions of 5 marks each. Answer any 5 questions.

SECTION A - Fill in the blanks/Direct questions

10 x 1 = 10

- _____ are those that the consumer purchases these without any planning or search efforts.
- _____ are those which exist but the consumers do not want to purchase them as of now, but might eventually purchase them.
- The needs of the customer are identified through market research and the insights thus
- Obtained are used to add new features to the product
 - Core benefit
 - Augmented product
 - Differenced product
 - Potential product
- _____ are the goods used in producing the finished goods.
- _____ a demand for a specific brand within a product category.

7. Products that are relatively inexpensive and are purchased frequently with minimal effort can be classified as _____ products.
- (a) Shopping
 - (b) Convenience
 - (c) Industrial
 - (d) Specialty
8. Products that withstand the heat of competition and customers' approval enter the _____.
9. Attractive packaging is also an efficient _____.
10. The _____ identifies the product or brand
- (a) Container
 - (b) Label
 - (c) Advertisement
 - (d) Warranty
11. Consumer packaging is also intended to offer better convenience to the consumer and protect the product from _____.
12. Environmental awareness among the consumers has promoted the introduction of _____ awarded on the basis of a product's environmental friendliness

SECTION A - Very short answer type questions

5 x 2 = 10

13. State any three benefits of using product?
14. What do you mean by "Reciprocal Buying?"
15. Explain the various types of brands
16. Give any two points of difference between Retailers and Wholesalers.
17. Explain any 2 types of services
18. FSSAI – Expand? When it was implemented?
19. What is "Green Dot"?

SECTION A - Short answer type questions

5 x 3 = 15

20. Explain various Types of industrial goods and their features.
21. "Packaging has been criticized as being expensive, giving no additional value and often deceptive." How would you justify marketer's use of packaging?
22. What is packaging concept? Explain various packaging decisions in brief.
23. Explain the importance of packaging and the functions of packaging.
24. Elucidate the various levels of product?
25. Explain the classification of label as classified by William J. Staton
26. Explain "Shopping products can be homogenous or heterogeneous"?

SECTION B Long answer / Essay type questions

5 x 5 = 25

27. A number of social media platforms are used to promote a product or service in today's era. Explain the various platforms being used by the business organizations to seek attention and to promote their product
28. Explain the different types of consumer products.
29. Identify and enlist different types of goods- consumer and industrial.
30. How do you classify the products?
31. 4-P's – Describe? How do apply in a various goods?
32. 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.
33. What do you think about fifth "P" of marketing?