



INDIAN SCHOOL AL WADI AL KABIR

PRACTICE TEST- TERM 1

SUB: MARKETING

DATE: 14/11/2021

TIME: 90 Minutes

MARKS:30

General Instructions:

- 1. Please read the instructions carefully*
- 2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.*
- 3. Section A is of 05 marks and has 06 questions on Employability Skills.*
- 4. Section B is of 20 marks and has 25 questions on Subject specific Skills.*
- 5. Section C is of 05 marks and has 07 competency-based questions.*
- 6. Do as per the instructions given in the respective sections.*
- 7. Marks allotted are mentioned against each section/question.*
- 8. All questions must be attempted in the correct order*

SECTION A

Answer any 5 questions out of the given 6 questions on Employability Skills (1 x 5 = 5 marks)

Q No.	Questions
1.	<p>Every effective conversation starts with listening. Listening skill is one of the most important skills in communication. It is important to learn to give undivided attention to a person with whom a conversation is taking place. From the Given below _____ is not the reasons of why attentive listening is important.</p> <p>a) We listen to enjoy. b) We listen to learn. c) We listen to build and maintain relationships. d) We listen to create conflicts.</p>

2.	<p>_____ is an informed agreement about something or someone.</p> <ul style="list-style-type: none"> a) Understanding b) Remembering c) Evaluating d) Receiving
3.	<p>Effective goal setting should include _____ steps that one will follow to achieve the goal.</p> <ul style="list-style-type: none"> a) Action-based b) Result- based c) Reality -based d) Report- based
4.	<p>Varsha is a homemaker. A maid has been working at her house for two years. Despite having CCTV cameras installed at home, Varsha is always doubtful about the maid. She follows her all the time and keeps a tab on her movements. This causes stress between Varsha and her maid.</p> <p>Given is an example of _____ personality disorder.</p> <ul style="list-style-type: none"> a) Emotional and impulsive b) Anxious c) Suspicious d) Anxiety
5.	<p>Which of the following functions can be performed with the help of spreadsheets?</p> <ul style="list-style-type: none"> (1) Maintaining records (2) Creating videos (3) Analysing data (4) Performing financial calculations (5) Writing letters <ul style="list-style-type: none"> (a) 1, 2, 3, 4, 5 (b) 1, 3, 4 (c) 1, 3, 5 (d) 3, 4, 5
6.	<p>What happens when you change the layout of a slide?</p> <ul style="list-style-type: none"> (a) The format of the text changes (b) New slide is inserted (c) The arrangement of content changes (d) The title gets aligned to the center of the slide

SECTION B

Answer any 20 questions out of the given 25 questions (1 x 20 = 20 marks)

Q. No.	Questions
7.	<p>“An automobile companies increase prices of cars when there is high demand and offer heavy discounts when demand is low.” Identify the factor of production considered by the company.</p> <ul style="list-style-type: none">a) Competition in the marketb) Brand and quality of productc) Market conditiond) Price of raw material
8.	<p>According to _____ “Product is a complex of tangible and intangible attributes, including packaging, colour, price, prestige and services that satisfy needs and wants of people”.</p> <ul style="list-style-type: none">a) Philip Kotlerb) William Stantonc) Kevin Laned) Godfrey
9.	<p>Which of the following is not a component of a product?</p> <ul style="list-style-type: none">a) Associated featuresb) Brand namec) Labeld) Product line
10.	<p>_____ is the mechanism through which goods move from the manufacturer to the consumer.</p> <ul style="list-style-type: none">a) Productb) Placec) Priced) Promotion
11.	<p>Gucci was a highly successful brand in the mid-2010s, but its audience was aging. The controversial, provocative, and bold aesthetic that made Gucci famous wasn't appealing to Millennials because it didn't speak to their cultural moment. Marco Bizarre took over as CEO in and introduced changes like, a new focus on Instagram-style communication, a polished-up logo that took center stage on all products and a welcoming and</p>

	<p>empowering stance on gender fluidity. Gucci would retain its Italian roots and extravagance, but also become more contemporary.</p> <p>Identify the product decision executed by Marco Bizarre.</p> <ul style="list-style-type: none"> a) Product positioning b) Product differentiation c) Product diversification d) Product repositioning
12.	<p>_____ is not an end in itself; but a means to achieve certain objectives of the marketing department of a firm.</p> <ul style="list-style-type: none"> a) Pricing b) Selling c) Marketing d) Promotion
13.	<p>Which of the following is not an importance of product?</p> <ul style="list-style-type: none"> a) No marketing programme will commence if product does not exist because planning for all marketing activities distribution, price, sales promotion, advertising, etc. is done on the basis of the nature, quality and the demand of the product. b) Product is the focal point and all the marketing activities revolve around it. c) Product is an end. d) Product includes total offers, including main qualities, features and services.
14.	<p>In an _____, there are only a few sellers which follow one big seller who acts as the price leader, and try to stabilize their prices simultaneously.</p> <ul style="list-style-type: none"> a) Monopoly b) Competitive c) Oligopoly d) Democratic
15.	<p>According to Levitt, a product offer can be conceived at four levels: the _____, _____, _____ and the _____.</p> <ul style="list-style-type: none"> a) generic product, experienced product, augmented product and the potential product b) generic product, expected product, automatic product and the potential product c) gender product, expected product, augmented product and the potential product d) generic product, expected product, augmented product and the potential product

16.	<p>Channels of distribution are mainly concerned with the _____ to a product which may be affected directly or through a chain of intermediaries.</p> <ul style="list-style-type: none"> a) Transfer of product b) Transfer of title c) Transfer of owner d) Transfer of company
17.	<p>The branded products get an identity through a_____.</p> <ul style="list-style-type: none"> a) Name b) Logo c) Marketer d) Competition
18.	<p>_____ is marketers' assessment of the value customers see in the product.</p> <ul style="list-style-type: none"> a) Cost b) Expense c) Price d) Commission
19.	<p>The following are the marketing strategy of _____ goods.</p> <p>(a) Price: These products are usually low priced and widely available.</p> <p>(b) Promotion: Mass promotion is done by the producer.</p> <p>(c) Place: These products are widely distributed and at convenient locations. Made available through vending machines in schools, offices etc., also kept in check-out stands etc.</p> <ul style="list-style-type: none"> a) Convenience b) Shopping c) Specialty d) Unsought
20.	<p>_____ refers to the process of keeping the goods, purchased from different places, at a particular place.</p> <ul style="list-style-type: none"> a) Sorting b) Grading c) Assembling d) Scraping
21.	<p>_____ are good that a customer purchases _____, with _____ effort and time to make a buying decision.</p>

	<ul style="list-style-type: none"> a) Convenience Products, rarely, minimum b) Convenience Products, frequently, minimum c) Convenience Products, frequently, maximum d) Convenience Products, rarely, maximum
22.	<p>_____ pricing can give rich dividend when buyers are not price-conscious and are willing to pay a higher price for a better product.</p> <ul style="list-style-type: none"> a) Prestige b) Leader c) Everyday low d) Premium
23.	<p>The product life cycle indicates the sales and profit of the product over a period of time. Most of the products follow the _____ shaped curve.</p> <ul style="list-style-type: none"> a) S b) V c) Z d) C
24.	<p>The advantage of _____ is that this method helps firms fight the inflation effects throughout periods of increasing cost.</p> <ul style="list-style-type: none"> a) Mark-up pricing b) Penetration pricing c) Skimming pricing d) Demand based pricing
25.	<p>Buying, selling and _____ is a part of transaction function.</p> <ul style="list-style-type: none"> a) Risk distribution b) Risk taking c) Risk bearing d) Loss
26.	<p>“Samsung offers Samsung Grand for a medium-income group and Galaxy S7 Edge for a high-income group of consumers.” From the given example identify the importance of pricing for the firm.</p> <ul style="list-style-type: none"> a) To achieve the financial goals of the company. b) To determine firm’s Competitive Position and Market share. c) To determine the quantum of production. d) To determine the quality and variants in production.

27.	<p>The coco-cola company observed and priced their product on the findings, that different buyers often have different perceptions of the same product on the basis of its value to them. Like, consumers would pay differently for the normal size Coca-Cola in different surroundings such as at a family restaurant, at a 5-star hotel, In a cinema hall, at a fast food stall, etc.</p> <p>Identify the demand-based pricing followed by Coco-cola.</p> <ul style="list-style-type: none"> a) Differential Pricing b) Perceived value pricing c) Skimming Pricing d) Penetration Price Policy
28.	<p>MANUFACTURER → WHOLESALER → RETAILERS → CONSUMER</p> <p>Identify the channel of distribution.</p> <ul style="list-style-type: none"> a) Zero level b) One level c) Two level d) Three level
29.	<p>The _____ phase of PLC is characterised by the following points.</p> <ul style="list-style-type: none"> • Customers have low awareness and those who are willing to try the product do so in small quantities called trial purchase. • Competition is limited to few firms, and is from indirect or substitute products. • Negative profits on account of low sales volume, • Distribution is limited and promotional expenses are high. <ul style="list-style-type: none"> a) Introduction stage b) Growth stage c) Maturity stage d) Decline stage
30.	<p>The ___ as a marketing intermediary is an independent individual or company whose main function is to act as the primary selling arm of the producer and represent the producer to users.</p> <ul style="list-style-type: none"> a) Agent b) Marketer c) Wholesaler d) Retailer
31.	<p>necessity goods have _____ demand as any change in price does not affect their demand.</p> <ul style="list-style-type: none"> a) Elastic b) Inelastic c) Positive d) Negative

SECTION C (COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions (1 x 5 = 5 marks)

Q. No.	Questions
32.	<p>If fixed expenses in a production unit are ₹ 1,62,000, variable cost per unit is Rs 45 and S.P per unit is Rs 60, find the BEP Quantity.</p> <p>a) 10,800 b) 1,800 c) 10,080 d) 11,800</p>
33.	<p>ASSERTION: The main purpose of all marketing activities is to satisfy the customers.</p> <p>REASONING: Thus, product is an end and the producer, therefore, must insist on the quality of the product so that it may satisfy the customer's needs.</p> <p>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</p>
34.	<p>_____ are the products which are purchased on a regular basis and the decision to buy the product is programmed once the customer puts the item on the list of regular purchases.</p> <p>a) Staple Goods b) Impulse Goods c) Emergency Goods d) Shopping goods</p>
35.	<p>_____ and _____ of goods facilitate handling and sale of goods promptly.</p> <p>a) Grading, packaging b) Packaging, labeling c) Grading, labeling d) Labeling, logo</p>
36.	<p>“Indian Railway charges lower fare for students.” Given is an example of _____</p> <p>a) Image discrimination b) Discrimination on the basis of product form</p>

	<p>c) Time discrimination d) Discrimination on the basis of customer segment</p>
37.	<p>ASSERTION: Skimming involves setting a very high price for a new product initially and to reduce the price gradually as competitors enter the market. REASONING: It is effective when the firm is trying to “down market” its product so as to improve further on quality, service and expenditure on marketing costs and so capitalizes on its efforts.</p> <p>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</p>
38.	<p>If the cost of acquiring material and manufacturing cost of the product are high, the price of the product in the market will also be _____</p> <p>a) Lower b) Moderate c) Higher d) Equal</p>