



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Chapter 3 – OTQ & DTQ Objective & Descriptive Type Questions	Topic: Enterprise Marketing

Q. No.	OBJECTIVE TYPE QUESTIONS
1	A technology company, Vision X Electronics, spends several years developing its latest Augmented Reality (AR) Smart Glasses, equipped with advanced AI features, gesture controls, and high-resolution displays. Since the product incorporates cutting-edge technology and has very few direct competitors, the company expects that technology enthusiasts and professionals will be willing to pay a premium to own it before anyone else. At launch, the Vision X AR Smart Glasses are priced at ₹89,999.95. The company promotes the product as an exclusive, premium innovation through high-profile launch events, digital campaigns, and collaborations with technology influencers. During the first few months, the glasses receive strong demand from early adopters despite their high price, enabling the company to recover a significant portion of its research, development, and marketing costs. Six months later, as competing products begin entering the market and demand from early adopters starts to decline, Vision X decides to broaden its customer base. The company reduces the price of the AR Smart Glasses to ₹69,999.95 and introduces festive offers and easy EMI options to make the product more affordable for mainstream consumers. The price reduction results in a substantial increase in sales volume and helps the company strengthen its position in the growing wearable technology market. Identify the pricing strategy adopted by Vision X Electronics in the above case. a. Cost-plus pricing b. Penetration pricing c. Creaming or Skimming pricing d. Variable pricing
2	It is that part of a brand which can be vocalized, i.e., can be spoken, such as Mercedes, Woodland, and Asian Paints. a. Brand mark b. Brand name c. Trademark d. Logo
3	'Shiny Teeth' have been in the field of manufacturing toothpastes since 2010. They decided to foray into the field of other specialised products in oral hygiene. Initially they decided to promote their specialised products to a large audience in the same manner as how they have been promoting their toothpastes. Within a few months they realised that their promotion technique is not

	working. The marketing team analysed and came to the conclusion that the specialised products should be promoted to a specific target audience. This idea worked very well and the promotion was a success. SQP 2023 Identify all the promotion strategies used by them? i. Above the line ii. Below the line iii. Through the line a. i only b. ii only c. i and ii d. i, ii, iii
4	Soap, toothpaste, shampoo. The above are examples of: a. Brand names b. Product categories c. Generic names d. Trademarks
5	 Images given above is an example of: a. Brand b. Trade mark c. Brand name d. Brand mark
6	Aarna industries started manufacturing ice-creams under the brand name 'Tasty'. The company decided to use 3D animation techniques which will be projected on buildings. They chose several high raise buildings all over major metropolitan cities and started their advertising campaign. What form of media is the company using? a. Television b. Point of sale c. Ambient d. Cinema
7	Assertion: Above-the-line methods are very specific, memorable activities focused on targeted groups of consumers. They are under the control of the organisation. Reason: The purpose of these activities has been to develop the brand by creating awareness and building a brand profile. A. Assertion and Reason both are incorrect B. Assertion is correct, reason is incorrect

	C. Assertion and reason is correct and is a correct explanation of assertion D. Assertion and Reason both are correct but reason is not the correct explanation.
8	Assertion: Below the line promotion strategy is used to inform a niche group of customer. Reason: Indirect sales approaches apply more subtle techniques by demonstrating features and benefits not available with the competition's products or services without ever mentioning them by name. A. Assertion and Reason both are incorrect B. Assertion is correct, reason is incorrect C. Assertion and reason is correct and is a correct explanation of assertion D. Assertion and Reason both are correct but reason is not the correct explanation.
9	A company sells a 500 ml bottle of mineral water for ₹15, while a 2-litre bottle is priced at ₹50. The above is an example of which pricing method? a. Cost-plus pricing b. Variable pricing c. Penetration pricing d. Psychological pricing
10	A company has incurred expenses of \$1000 and they want to earn profit margin of 10 % than the company will sell the product at \$1100. Identify the pricing method in the above given scenario. a. Cost plus pricing b. Penetration pricing c. Creaming or Skimming pricing d. One variable pricing
11	Tagline of a company should not include: a. Questions b. Price of the product c. Statement d. Exclamation
12	'Maharaja' of Air India is an example of: a. Brand b. Trade mark c. Brand name d. Brand mark
13	An organisation with several product lines offers a combination of all its product lines and individual products for sale. This combination is known as: a. Product mix b. Brand mix c. Consumer mix d. Packaging mix
14	A new premium coffee chain, Brew Haven, enters a market where several well-established café brands already operate. The management realizes that customers are reluctant to switch to an unfamiliar brand unless they are offered a compelling reason. Instead of matching competitors' prices, the company decides to introduce its products at significantly lower prices to encourage trial purchases.

	The company launches its 350 ml Signature Cold Coffee at ₹119.95, while similar beverages sold by leading competitors are priced between ₹169.90 and ₹189.50. Likewise, its 250 g Premium Coffee Beans are introduced at ₹349.75, whereas competing brands charge around ₹449.90 to ₹499.95. To support this pricing strategy, Brew Haven invests heavily in digital advertising, influencer marketing, loyalty rewards, and free tasting events. Within the first six months, the company attracts thousands of new customers, rapidly expands its customer base, and captures a significant share of the local coffee market. After establishing strong brand recognition and customer loyalty, Brew Haven gradually revises its prices. The 350 ml Signature Cold Coffee is increased to ₹144.95, and the 250 g Premium Coffee Beans are priced at ₹399.90. Despite the price increase, most customers continue purchasing the products because they are satisfied with the quality and have developed trust in the brand. As a result, the company improves its profit margins while maintaining its market position. Identify the pricing strategy adopted by Brew Haven. - Cost-plus pricing - Penetration pricing - Creaming or Skimming pricing - Variable pricing
15	Hyundai has launched a new variant of its car named i20. The above is an example of: - Individual brand name - Family brand name - Corporate name - Alpha-numeric name
16	Ratnanjali Ayurveda introduced a new range of products on the basis of the tri doshas. The marketing department is brainstorming on the branding of the new range where the customers can identify the new range easily and at the same time it creates awareness about the type of products this range has. The name 'AyurPrakriti', was adopted by the company and it would be used for all the products under this range. (BP 2023) Which type of branding is adopted by Ratnanjali Ayurveda? - Individual branding - Corporate branding - Umbrella branding - Alpha numeric branding
17	A startup launches organic honey under the name "PureBee" with a unique logo and slogan. Customers begin recognizing the product easily. The main purpose of branding here is to: - reduce production cost - differentiate the product from competitors - increase transportation efficiency - eliminate advertising

18	A smartphone company introduces a premium foldable phone at ₹1,40,000. After six months, it gradually reduces the price to attract more buyers. Which pricing strategy has been used? - penetration pricing - cost-plus pricing - skimming pricing - competitive pricing
19	A dairy startup ensures that fresh milk reaches retailers every morning through refrigerated vans. Which element of the marketing mix is highlighted? - product - promotion - place (distribution) - price
20	"FreshSip Juices launched fruit juices with attractive eco-friendly packaging and offered free reusable bottles during the first month. Customers appreciated both the packaging and the free gift." Which combination of marketing functions is correctly identified? - packaging and sales promotion - branding and pricing - personal selling and advertising - pricing and distribution
DESCRIPTIVE TYPE QUESTIONS	
21	FreshNest Foods Pvt. Ltd. is preparing to launch a new range of healthy breakfast cereals. The marketing team brainstormed several brand names before selecting "NutriBite." They chose this name because it is short, easy to pronounce, memorable, pleasant to hear, and can be used effectively on product packaging, advertisements, and digital platforms. The company also ensured that the name was unique, could be legally registered, and reflected the healthy nature of the product. State the characteristics of a good brand name highlighted in the above case.
22	FreshHarvest Foods Pvt. Ltd. launched a new range of organic breakfast cereals. The company named the product "NutriBowl" so that customers could easily identify and remember it. To make the product more attractive, it designed a unique green leaf symbol on every packet. Later, the company registered both the name and the symbol under the relevant law to prevent competitors from copying them. - Identify the component of the brand represented by "NutriBowl." - Identify the component of the brand represented by the green leaf symbol. - What is the legal protection given to the brand name and symbol called? State its purpose.
23	What is meant by 'advertising?' State any four rules to be considered while planning any advertising activity.

24	BrightTech Electronics Ltd. is an entrepreneur-owned company manufacturing electronic products. The company sells all its products such as televisions, refrigerators and washing machines under the company name "BrightTech." The company also launched a new smartphone with the name "BT X500" to give it a unique identity. Earlier, the company had introduced a range of kitchen appliances under the common brand name "BrightHome." For its premium headphones, the company selected a separate brand name "SoundMax." Based on the above case, answer the following questions: a. Identify the type of brand name used by BrightTech Electronics for all its products sold under the company name "BrightTech." b. Identify the type of brand name represented by "BT X500." c. Identify the type of brand name represented by "BrightHome" used for a group of kitchen appliances. d. Identify the type of brand name represented by "SoundMax" given to only one product category. e. Define an Alpha-numeric Brand Name.
25	‘A hair oil bottle of 100 ml of a company is priced at ₹ 50, while a 1000 ml/1 litre bottle is priced at ₹ 400.’ Identify and explain the method of pricing discussed above. Also explain how the method of pricing identified in (a) above functions in the real-estate market.
26	Give the meaning of ‘sales strategy’. Explain two basic types of sales strategies. Sales strategy consists of a plan that positions a company’s brand or product to gain a competitive advantage.
27	Give the meaning of promotion as a ‘promotion strategy’. Explain any two approaches a company can use to promote its products.
28	Satoru dreams of starting his own bakery where he can sell cream-stuffed mochi. However, he realizes that there are many competitors offering their own versions of mochi. Satoru's main goal is to attract as many customers as possible and become a bigger seller compared to his competitors. a. Suggest a pricing strategy that will help Satoru achieve his goal. b. Mention any two advantages of the suggested pricing strategy.
29	Identify and explain the Intellectual Property Rights that have been followed/ violated in the given situations: a. Subir, a chemist at Beyond Health Ltd. developed a unique sulphate free soap base

	that can be used for making shampoos, face wash, gel, etc. Its formula has been kept confidential by Subir and this will give the enterprise a competitive edge. b. Pritam, a well-known Bollywood music director allegedly copied the music for his song “Pehli Nazar Mein” for the movie Race from a famous K-pop artist Kim Hyung-Sup’s song ‘Sarang hae yo’.
30	“Price refers to the value that is put on a product which pushes consumers to make a final buying decision” a. In the light of the above statement, explain in detail Cost plus pricing and Penetration pricing method which can help the businesses. b. Give any one advantage of Cost plus pricing and any two advantages of Penetration pricing.
31	Define a logo. Explain the various purposes of a logo in branding.