



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Worksheet No: 1	Topic: PRODUCT

Select the correct option.

- Product represents solution to _____ problems.
 - Company
 - Marketer
 - Customer**
 - Retailer
- Product is anything that can be offered to someone to satisfy a _____ or a _____.
 - Wants and desire
 - Desire and wishes
 - Wishes and needs
 - Needs and wants**
- Products have their own _____ or a _____.
 - Identity and personality**
 - Brand and logo
 - Image and goodwill
 - Advertisement and personal selling
- A _____ is defined as a name, term, symbol, design or a combination of them which is intended to identify the goods & services of one seller and to differentiate them.
 - Brand**
 - Logo
 - Trademark
 - Label
- _____ are products that are available in the market but the potential buyers do not know about their existence or they do not want to purchase them.
 - Unsought products**
 - Speciality goods
 - Convenience goods
 - Shopping goods
- 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.
 - Company
 - Industrial**
 - Personal
 - Employee
- 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]
 - Core benefit

B) Augmented product

C) Differentiated product

D) Potential product

8. It provides written information about the product helping the buyer to understand the nature of the product its distinctive features. [CBSE SP 2019-20]

A) Brand

B) Logo

C) Package

D) Label

9. Products also follow the _____ curve with certain products deviating showing a sharp growth followed by a sharp decline.

a) C

b) S

c) V

d) W

10. When "Allout" 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 Allout.

a) Introduction stage

b) Growth stage

c) Maturity stage

d) Decline stage

11. Marketers define packages as the _____ of marketing.

a) Last P

b) First P

c) Fifth P

d) Second P

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

a) Labeling

b) Tagging

c) Branding

d) Packaging

13. _____ packaging is predominantly corrugated cardboard packaging print finished to a high standard, such as being litho printed with well thought out branding and design, due to the integral part it has to play in the marketing funnel.

a) Primary

b) Secondary

c) Transport

d) Temporary

14. Attractive packaging is also an efficient _____.

a) Advertising

b) Point of sale

c) Promotion

d) Point of purchase

15. Good packaging may lead to improved _____.

a) Consumer acceptance

b) Consumer satisfaction

c) Consumer demand

d) Consumer desire

Answer the following questions:

Q1) Explain the classification of label as classified by William J. Staton [CBSE SP 2019-20] [2 marks]

Q 2) Packaging is considered as the 5th P of Marketing Mix. What are its implications on the PLC? Discuss.

Q 3) “Packaging has been criticized as being expensive, giving no additional value and often deceptive.” How would you justify marketers use of packaging?

Q 4) Explain the qualities if fifth P’ OF MARKETING MIX [CBSE SP 2019-20] [2 marks]

Q 5) Explain the marketing strategy suitable for shopping goods. [CBSE SP 2019-20] [3 marks]

Q 6) what is the role of labeling?

Q 7) 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]

Q 8) List the features of labelling.

Q 9) Explain the seven-level approach of a product.

Q 10) Write the characteristics of a product.