



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Worksheet No: 1	Topic: EMERGING TRENDS IN MARKETING

Select the correct option.

1. Service should have features like credibility, _____ and responsive.
 - a) Understanding the producer
 - b) **Understanding the customer**
 - c) Understanding the market
 - d) Understanding the marketer
2. Competence, _____, tangibles and communication are qualitative features of services.
 - a) **Courtesy**
 - b) Convenience
 - c) Clarity
 - d) Comparability
3. On the basis of customer-employee presence the services can be _____ and remote services.
 - a) Combined
 - b) Collaborated
 - c) Consistence
 - d) **Self-service**
4. No two services can be the_____
 - a) **Same**
 - b) Separated
 - c) Experienced
 - d) Unique
5. ASSERTION: Online marketing differs from traditional marketing as it involves the use of channels and methods that enable an organization to analyze the marketing campaigns in real time environment.

REASONING: Traditional marketing uses mediums like print, billboard, television and radio advertisements while on line marketing uses online platforms like email, social media, display advertising, search engine optimization, and more.

- a) A is correct but R is incorrect
- b) R is correct but A is incorrect
- c) Both A and R are incorrect
- d) Both A and R are correct**

6. _____ is the promotion of products or brands via one or more forms of electronic media.

- a) Personal selling
- b) Online marketing**
- c) Advertising
- d) Social media

7. WhatsApp started as an alternative to _____ initially

- a) Send photos
- b) SMS**
- c) Music
- d) Videography

8. Tweets can contain _____ characters and are text, Hash tag, photo, video, Animated GIF enabled.

- a) 120
- b) 130
- c) 140**
- d) 150

9. ASSERTION: Word of mouth communications and peer-to-peer dialogue often have a greater effect on competitors.

REASONING: Since they are not sent directly from the company and are therefore not planned.

- a) A correct but R is wrong**
- b) A is incorrect but R is correct
- c) Both A and R are incorrect
- d) Both A and R are correct

10. _____ is, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others.

- a) LinkedIn**
- b) WhatsApp
- c) Twitter
- d) Google

11. From the given examples identify the quality of the services.

- i. Indigo Air's flight goes on time.
- ii. Hindustan Unilevers Limited undertakes market surveys to understand the customer.
- iii. Private sector is quite polite to customers.
- iv. Rajasthan Roadways at Bikaner House, Delhi communicate effectively with the potential passengers.

12. The widespread adoption of the Internet for business and personal use has generated many new channels for advertising and marketing engagement. Moving from traditional marketing to online marketing is another way to increase engagement. The main objective of marketing is to reach potential customers through the channels where they spend time reading, searching, shopping, or socializing online. E-mail, social media, display advertising, search engine optimization etc. are latest techniques adopted for online marketing. There are also many benefits and challenges inherent with online marketing, which uses primarily digital mediums to attract, engage, and convert virtual visitors to customers.

In light of the given information discuss the advantages and limitations of online marketing.

13. Give the full form of the following online marketing tools.

- i. SEO
- ii. SEM
- iii. CRM
- iv. CMS

14. Explain the famous social media marketing platforms with its key features.

15. What are the characteristics of services?