



INDIAN SCHOOL AL WADI AL KABIR  
DEPARTMENT OF COMMERCE

**MCQs UNIT I: PRODUCT**

1. It has been often stated that a customer never just purchases the generic product but he procures something that exceeds his expectation depending on for whom it is being bought. Hence \_\_\_\_\_ include core product, associated features, brand name, logo, package and label.

- a) The components of the product
- b) Core product
- c) Brand name
- d) The associated feature

2. **Statement 1:** Conventionally packaging was used to protect the product from damage route and to facilitate handling at various points of distribution.

**Statement 2:** Currently packaging contributes to the total cost of the product.

- a) Both statement 1 and statement 2 are true
- b) Both statement 1 and statement 2 are false
- c) Statement 1 is correct but statement 2 is incorrect
- d) Statement 1 is incorrect but statement 2 is correct

3. Which of the following is not a characteristic of a product?

- a) It includes both tangible and non-tangible features and benefits offered.
- b) It is vehicle or medium to offer benefits and satisfaction to consumers.
- c) The important lies in services rendered by the product and not ownership of product. People buy services and not the physical object.
- d) Product includes total cost of production

4. **ASSERTION:** The main purpose of all marketing activities is to satisfy the customers.

**REASONING:** Therefore, it must insist on the quality of the product so that it may satisfy the customers' needs. It has been observed that the life of low-quality products in the market is limited.

- a) (A) is correct, but (R) is wrong.
- b) Both (A) and (R) are correct.
- c) (A) is wrong, but (R) is correct.
- d) Both (A) and (R) are wrong.

5. Product represents solution to \_\_\_\_\_problems.

- a) Customers
- b) Producer
- c) Marketer
- d) Intermediaries

6. Identify the Classification on the basis of Durability and Tangibility from the given hints:

- The marketer has to advertise heavily to increase the purchase and build brand preference.
- Most of the fast-moving consumer goods category products belong to this class.
- Examples include food items and toiletries.

- a) Non-durable goods
- b) Durable goods
- c) Services
- d) Sales promotion

7. \_\_\_\_\_ are products that are available in the market but the potential buyers do not know about their existence or there do not want to purchase them.

- a) Unsought products
- b) Speciality goods
- c) Convenience goods
- d) Shopping goods

8. 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.

- a) Company
- b) Industrial
- c) Personal
- d) Employee

9. They are the goods used in producing the finished goods. They include tools, machines, computers etc. They can be categorized into installations like lifts,

mainframe computers etc and equipment's like fax machines, EPBX machines. Installations are major purchase for the organization. Equipment's include hand tools and office equipment's like personal computers, laptops. These equipment's are not everlasting and they need to be refilled at different periods of time. Identify the type of industrial product.

- a) Raw material
- b) Capital items
- c) Supplies and Business Services
- d) Sundry materials

10. \_\_\_\_\_ is involved is a company may purchase the raw material from a company and may sell the finished product to the same company.

Second hand purchase  
Reciprocal buying  
Special order  
Customised product

11. Specialty products are goods with \_\_\_\_\_ or - \_\_\_\_\_ for which a sufficient number of buyers are willing to make a special purchasing effort.

Brand name, logo  
Trademark, marketer  
Unique characteristics, brand identification  
Customer base, loyal group

12. Rivals copy product features of successful brands and become more alike during the \_\_\_\_\_ stage of product life cycle

- a) Introduction stage
- b) Growth stage
- c) Maturity stage
- d) Decline stage

13. Products also follow the \_\_\_\_ curve with certain products deviating showing a sharp growth followed by a sharp decline.

- a) A
- b) S
- c) U

d) C

14. In the growth stage the company faces a trade-off between \_\_\_\_\_ and \_\_\_\_\_.

- a) High market share, high current profit
- b) Low market share, high current profit
- c) High market share, low current profit
- d) Low market share, low current profit

15. A \_\_\_\_\_ is either for the consumer whose consumption is large or is bought to save cost.

- a) Per piece packaging
- b) Dozen packaging
- c) Bulk package
- d) Free pick