



## INDIAN SCHOOL AL WADI AL KABIR

<b>Class: XII</b>	<b>Topic: EMERGING TRENDS IN MARKETING WORKSHEET NO: 1</b>	<b>Department: COMMERCE</b>
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### I.CHOOSE THE RIGHT OPTION:

1. \_\_\_\_\_ involves a wide range of online business activities for exchanging products and services. (CBSE 2024)

**a.E-Commerce**

b.Personal Selling

c.E-Business

d.Online Promotion

2. \_\_\_\_\_ provides its members the opportunity to generate sales leads and business partners. (CBSE 2024)

a.Facebook

b.Telegram

c.Browser

**d. LinkedIn**

3.What is one the benefits of online marketing mentioned in the given information? (CBSE 2024)

a. Limited customer support options

b. Exclusion of brand awareness

**c. 24/7 Online customer support**

d. Offline marketing effectiveness

4. Service is not a thing but a process – the process is the **product** but at the same time services rely upon things for their performance.

A. physical evidence

B. performance

**C.product**

D.process

5. The economy of India is the \_\_\_\_\_ in the world by GDP and the third largest by purchasing power parity (PPP).

A. third-largest

B.second-largest

**C.seventh-largest**

D.tenth-largest

6. Indian economy became the fastest growing major economy from the last quarter of 2014, replacing the\_\_\_\_\_.

A. People's Republic of India

**B. People's Republic of China**

C. People's Republic of UK

D. People's Republic of USA

7. The Indian economy has the potential to become World's \_\_\_\_\_ by the next decade.

A. 1-largest economy

B. 2-largest economy

C. 4-largest economy

**D. 3-largest economy**

8. The agriculture sector is the largest employer in Indian economy but it contributes to a declining share of GDP \_\_\_\_\_ in 2013-14.

**A. 17%**

B.15%

C.20%

D.30%

9. The Indian \_\_\_\_\_ industry is one of the largest in the world.

A. Hospitality

B. IT services

**C. automobile**

D.manufacturing

10. In most of the cases production and consumption goes in

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**A. simultaneously**

B. heterogeneously

C.continuously

D.homogeneously

11. \_\_\_\_\_ is the main source of many of the problems of supply and demand that services marketers face.

**A. Perishability**

B. Non-ownership

C. Heterogeneity

D.Homogeneity

12. Customers cannot own the service they receive because \_\_\_\_\_ is not transferred from the buyer to the seller as it is with a product.

A.service

B.product

C.owner

**D. ownership**

13. On the basis of level of tangibility, the services may be identified on a \_\_\_\_\_, tangible dominant to intangible dominant.

**A. goods-service continuum**

B. product-service continuum

C.services-goods continuum

D.proposed good

14.One of the following is the name of a Social Networking site : CBSE 2018

A. Microsoft

B. Excel

### C. Twitter

D. Java

## II. FILL IN THE BLANKS:

11. Service should have features like credibility, understanding the customer and responsive.

12. Low customization and low empowerment of employees (Food retailing superstore); High customization but low empowerment (Telebanking); low customization and high empowerment (Radiology service); and high customization and high empowerment (Accountant).

16. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

17. Traditional marketing uses mediums like print, billboard, television and radio advertisements.

18. The main objective of marketing is to reach potential customers through the channels where they spend time reading, searching, shopping, or socializing online.

19. Today, anyone with an online business along with offline businesses can participate in online marketing by creating a website and building customer acquisition campaigns at little to no cost.

20. The marketing products and services also have the ability to experiment with optimization to finetune their campaigns' efficiency and ROI.

21. SEM stands for Search Engine Marketing.

22. CRM stands for Customer Relationship Management.

## III. ANSWER THE FOLLOWING QUESTIONS:

23. Discuss advantages and disadvantages of 'Online Marketing' CBSE 2020

24. List the disadvantages of TELEVISION ADVERTISING (CBSE 2024)

25. Explain the advantages of Social Media Marketing

26. What is Social Media ? Write the names of two Social Media sites. CBSE 2018

27. Give one advantage and one limitation of online marketing. CBSE 2018

28. Describe the platform of GOOGLE + (CBSE 2024)