GENERAL INSTRUCTIONS

- All questions are compulsory.
- Questions from 1 to 9 are multiple choice questions carry one mark each.
- Questions from 10 to 19 are short answer type questions carry 2 marks each.
- Questions from 20 to 26 are short answer type questions carry 3 marks each.
- Questions 27 and 28 are long answer type questions carry 5 marks each.
- Answers should be brief and to the point & marks are indicated against each of them.

1. Choose the right answer from the following

1. ........................ is anything than can be offered to a market to satisfy a want or need.
   (Packaging, Product, Promotion, Branding) ........................  ........................  1

2. According to products durability or tangibility, the products are being classified in to
   ......................... group (Five, Four, Three, none of the above ) ........................  ........................  1

3. mark is issued by authorities constituted under the Agricultural Produce
   (Grading and Marketing) Act. (‘FPO’ Mark, ‘Eco’ Mark, ‘ISI’ Mark, ‘AGMARK’) ........................  ........................  1

4. ........................ is the distribution of a product through a whole seller or a retailer in a specific
   geographical area
   (exclusive distribution, selective distribution, inclusive distribution, vertical conflict) ........................  ........................  1

5. ........................ products that are bought often in a routine manner without much thought or
   planning on regular basis. (packaging, pricing, product, promotion) ........................  ........................  1

6. ........................ is the deliberate and planned effect to establish and maintain mutual
   Understanding between company and the public.
   (Sales promotion, Promotion, Public relation, Personal marketing) ........................  ........................  1

7. Restaurants, fast food centres & hospitals offer services which are combined with .................
   (Non tangible objective, tangible objective, sales objective, marketing objective) ........................  ........................  1

8. The sub elements of ................. are flow of activities, service steps and involvement of the
   customers. (people, promotion, physical evidence, process) ........................  ........................  1

9. ................. is the value that will purchase a finite quantity ,weight or other measure of a good or service.
   (Sales, Promotion, Price, Process) ........................  ........................  1
10. List any two features of specialty products with example.  
11. Distinguish between branding and packaging with example  
12. What do you understand by cost based pricing?  
13. What is a trade discount, how it differs from cash discount?  
14. Name any two types of unsought products.  
15. What do you mean by physical distribution?  
16. What are the elements in the sales promotion?  
17. “Promotion serves as a reminder” Do you agree. How?  
18. What do you mean by Break even analyses?  
19. What is inseparability regarding a service?  

20. What are convenient products? How do they differ from shopping products?  
21. “Pricing is very important in the economy and it is also important in each business firm”. Do you agree?  
22. Explain the types of goods which are coming under the classification based on organisations production process and cost structure  
23. Explain the types of specialist departments?  
24. Marketing club of your school organizes a debate on “Whether the advertisement is a social waste or not? “Help your friend by giving valuable points to prove that ‘advertisement is essential in marketing’  
25. Differentiate between goods and services  
26. Which are the components of extended marketing mix?  

27. Give the meaning of channels of distribution and explain the types of channels of distribution?  
28. What is price determination? What are the factors affecting pricing of a product?