



# INDIAN SCHOOL DARSAIT DEPARTMENT OF COMMERCE



Subject : Marketing	Topic : Product Concept and Its Classification	Date of Worksheet : _____
Resource Person: Ekta Gautam		Date : _____
Name of the Student : _____	Class & Division : _____	Roll Number : _____

S.No.		Marks
1.	Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or a need is called a/an (a) Idea (b) Demand (c) Product (d) Service	1
2.	Which of the following products is most likely to be purchased through routine decision-making? (a) Television set (b) Soft-drink (c) Shirt (d) Car	1
3.	Which one of the following is a best example of human need? (a) Food (b) French-fries (c) Burger (d) Pizza	1
4.	Which of the following is <b>not</b> included in product decisions? (a) Styling (b) Brand name (c) Warehousing (d) Packaging	1
5.	Product represents solution to _____ problems. (a) Producer (b) Seller (c) Consumer (d) All of the above	1

6. Symbols and pictures ensure \_\_\_\_\_ identifications.
  - (a) Product
  - (b) Price
  - (c) Place
  - (d) Promotion
7. Define core product with the help of an example. 3
8. What is meant by augmented product? 3
9. State the various levels of a product. 3
10. Define an industrial product. 3
11. Convenience and shopping goods differ on their promotion strategies, how? 3
12. Explain briefly product mix as an element of marketing mix. 3
13. Specify distinguishing features of and give two examples each of convenience products and speciality goods. 3
14. What are the types of unsought products? Explain them with example. 3
15. What is the difference between product positioning and product repositioning? 3
16. Give the classification of industrial products. Explain them by giving examples. 5
17. Describe the different layers of product. 5