

HARI VIDYA BHAWAN

Session- 2020-2021

Subject- Business Studies (054)

Class -12th

Worksheet- 51

Chapter- 11 (Marketing Management)

General instruction :

- **Solve the worksheet in your Fair Subject Note Book.**
- **To solve this worksheet you can take help of the following link.**
<https://youtu.be/xAOqXmP9G3Q> (Marketing Management)
<https://youtu.be/dPZhfhARtM4> (Marketing Mix)

Topic – Marketing Mix

Q.1. Under marketing mix which of the following is not a part of Product?

- a) List price
- b) Quality
- c) Brand Name
- d) Design

Q.2. Which of the following is a brand name?

- a) Asian Paints
- b) Nike
- c) Woodland
- d) All of these

Q.3. _____ refers to the act of designing and producing the container or wrapper of a product.

- a) Trade Mark
- b) Copyright
- c) Packaging
- d) Brand Name

Q.4. _____ refers to the products immediate container.

- a) Transportation package
- b) Secondary package
- c) Primary Package
- d) None of these

Q.5. Secondary package refers to _____ .

- a) Transportation package
- b) Additional layers of protection
- c) Immediate container

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d) **First layer of protection**

Q.6. _____ refers to further packaging components necessary for storage and transportation.

- a) **Primary package**
- b) **Secondary package**
- c) **Transportation package**
- d) **None of these**

Q.7. Which of the following is a function of packaging?

- a) **Product protection**
- b) **Product promotion**
- c) **Product identification**
- d) **All of these**

Q.8. Scope of _____ is limited but scope of _____ is wider.

- a) **Selling, Marketing**
- b) **Marketing, Selling**
- c) **Marketing, Publicity**
- d) **Selling, Manufacturing**

Q.9. Marketing mix is the set of the _____.

- a) **Publicity tool**
- b) **Production tools**
- c) **Selling tools**
- d) **Marketing tools**

Q.10. Which of the following is the part of marketing mix?

- a) **Place and Promotion**
- b) **Price**
- c) **Product**
- d) **All of these**

Q.11. What do you mean by Marketing Mix ? Explain.

Q.12. Explain following:-

- i. **Brand Name**
- ii. **Brand Mark**
- iii. **Trade Mark**
- iv. **Customer**
- v. **Market**
- vi. **Marketer**
- vii. **Branding**
- viii. **Packaging**

Q.13. State the features of a good brand name.

Q.14. Explain the various levels of packaging.

Q.15. Explain four important elements of marketing

Hari Vidya Bhawan
Class-XII (2020-21)
Subject : English
Assignment-51

General Instructions

1. This is Sample Paper Practice worksheet, you have to do all given questions in your fair notebook.
2. Maintain separate notebook for sample paper practice work.
3. Clear your doubts during online classes or in what's app group on Tuesday and Friday.

Read the extracts and answer the given questions:

1: Jo was starting to fuss with her hands and look out of the window at the crack of day that showed under the shade. She thought the story was all over. Jack didn't like women when they took anything for granted; he liked them apprehensive, hanging on his words.....You come with me and we're going right back to that very awful wizard.

Q1. Choose the option that best demonstrates the relevant traits of Jo and Jack respectively.

- a) Curious and irritable
- b) patient and irritable
- c) curious and lethargic
- d) patient and lethargic

Q2. Jo was starting to fuss with her hands. This means that Jo was

- a) feeling anxious
- b) getting restless
- c) feeling lazy
- d) fighting sleep

Q3. Jo what's that ? indicated what she was feeling . Pick the option that correctly states these feelings.(Two options are correct)

- a) terror
- b) surprise
- c) ignorance
- d) displeasure
- e) joy

f) approval

Q4. Mommy says , “ Well of all the nerve.” This reveals her

- a) approval, surprise, pleasure
- b) pleasure, hope, approval
- c) betrayal, disapproval, hurt
- d) shock, anger, disapproval

2) On sour cream walls, donations. Shakespeare’s head cloudless at dawn.....where all their future painted with a fog.

Q1. What does the expression sour cream wall suggest?

- a) display of donated artefacts on the walls
- b) badly maintained walls
- c) wall to wall furniture
- d) a poor choice of paint for walls

Q2.The map of the world in the classroom symbolizes

- a) hopes and aspirations of the children
- b) travel plans of the school authorities
- c) a world that is unconnected to the children
- d) interconnectivity within the world

Q3.The expression Shakespeare’s head is an example of

- a) pun
- b) satire
- c) parody
- d) irony

Q4.In the extract future painted with a fog suggests that the

- a) classroom is as foggy as the paint on the walls
- b) beautiful valleys are not a part of the children’s future
- c) life ahead for the slum children is as unclear and hazy as fog
- d) fog often finds itself in the classroom through broken windows

HARI VIDYA BHAWAN

Session- 2020-2021
Subject- Political Science
Class -12th
Worksheet-51

Chapter- 5. Democratic Resurgence

General instruction :

- (I) Solve the worksheet in your subject Note Book. .
(II) To solve this worksheet you can take help of the following link:

<https://youtu.be/dW0UbaHoAyw>
<https://youtu.be/yUIhgeXoQAQ>

Note- Must watch this link.

Questions

- Q1. Define Democratic Upsurges.
- Q2. Explain three Democratic Upsurges in post independence history of India.
- Q3. What are the consequences of 1975 emergency?
- Q4. Narmada bachao andolan was:
- (a) related to environment. (b) related to economic issues
(c) related to social issues. (d) All of above
- Q5. Which movement was started in 1920 under the leadership of Jyotiba Phule?
- (a) Anti-caste movement. (b) Anti poverty movement
(c) Anti government movement. (d) None of the above
- Q6. What issues did the Dalit Panthers address?
- Q7. Give a brief account of the role of women in various mass movements and agitations.
- Q8. Do movement and protests in a country strengthen democracy? Justify your answer with examples.

