

HARI VIDYA BHAWAN

Session- 2020-2021

Subject- Business Studies (054)

Class -12th

Worksheet- 52

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://www.youtube.com/playlist?list=PLGRG6Dk7lyZ7pzmgiOgUkrprel2n97I8y> (full chapter Marketing Management)
<https://youtu.be/xAOqXmP9G3Q> (Marketing Management)
<https://youtu.be/dPZhfhARtM4> (Marketing Mix)
<https://youtu.be/ReexhFlll8s> (Packaging)
<https://youtu.be/ZSDRNUgCKWU> (Advertising)
<https://youtu.be/EVfZaT2AntQ> (Product and Product Mix)

Q.1. Airtight containers and packets used for chips, biscuits and jams etc., are the example of _____.

- Product differentiation
- Product identification
- Product promotion
- Product Protection

Q.2. _____ refers to designing the label to be put on the package.

- Labelling
- Packaging
- Pricing
- Branding

Q.3. Which of the following factor affects the price determination?

- Government and legal regulations
- Demand
- Product cost
- All of these

Q.4. _____ Provides direct and immediate feedback.

- Personal Selling
- Packaging
- Trade mark
- Advertising

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- Q.5. Discounts, coupons, contests, free samples and offering extra quantity etc., are the examples of _____.
- Sales Promotion
 - Channels of distribution
 - Personal Selling
 - None of these
- Q.6. Advertising lacks _____.
- Direct Feedback
 - Covering market in short time
 - Impersonal communication
 - Reaching to a large number of people
- Q.6. _____ refers to further packaging components necessary for storage and transportation.
- Transportation package
 - Primary package
 - Secondary package
 - None of these
- Q.7. Which of the following factor affects the price determination?
- Government and legal regulations
 - Demand
 - Product cost
 - All of these
- Q.8. State any three features of a good brand name.
- Q.9. Explain 'Price' as an element of marketing-mix. Also explain any four factors that affect the fixation of price of a product.
- Q.10. Define advertising. Explain its main features? Explain the role of 'Advertising' in marketing management.
- Q.11. Write the meaning and features of personal selling.
- Q.12. Define Public Relations . What are the tools of public relations? Explain the role of 'Public-Relations' in marketing management.
- Q.13. 'Though advertising is one of the most frequently used media of promotion of goods and services, yet it attracts lot of objections.' Explain any four such objections.
- Q.14. 'Advertising confuses the buyers.' How?
- Q.15. 'Product is a bundle of utilities.' Do you agree? Comment
- Q.16. Explain following:-
- Product Concept
 - Societal Concept
 - Production Concept
 - Selling Concept

Hari Vidya Bhawan
Class-XII (2020-21)
Subject : English
Assignment-52

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: We have imagined for the mighty dead . All lovely tales that we have heard or read, an endless fountain of immortal drink, pouring unto us from the heaven's brink

Q1.The phrase immortal drink refers to...

- a) blessings of our ancestors
- b) the teachings of nature
- c) a life giving force
- d) the beauty of heaven

Q2.All lovely tales evoke the feeling of..

- a) sadness and nostalgia
- b) only nostalgia
- c) inspiration and pride
- d) only pride

Q3.The rhyme scheme of the above extract is..

- a) aabb
- b) abab
- c) aaab
- d) abbb

Q4. An endless fountain of immortal drink....Identify the literary device used in this line

- a) personification
- b) allegory
- c) imagery

d) synecdoche

Choose the correct option for the following questions:-

Q1.The writer tones down the philosophical load inherent in ‘The Rattrap’ with the inclusion of...

- a) ironical situations
- b) satirical dialogues
- c) classical references
- d) humour and wit

Q2.Choose the statement that is NOT TRUE with reference to Douglas..

- a) Douglas’s fear kept him away from leisurely activities in water
- b) The fall in the pool at YMCA taught Douglas a life lesson
- c) The fear of drowning was the source of Douglas’s anxiety and terror
- d) Douglas decided to practice relentlessly to overcome his fear

Q3.Spender’s use of imagery in ‘his eyes live in a dream of squirrel game in tree room other than his brings out

- a) the similarity between the frail bodies of a squirrel and the children in the classroom
- b) the contrast between studying in the dreary classroom and playing outside freely
- c) the comparison of the dingy homes of the squirrel and the dreary classrooms
- d) the difference between the games of the squirrel and those of the children

Q4.Keats celebrates trees as a ‘boon’ in the poem ‘A Thing Of Beauty’ with reference to this statement which of the following options is NOT TRUE.

- a) trees gives us sustenance
- b) trees provides relief from heat
- c) trees help keep the earth clean
- d) trees appear beautiful to the eyes

HARI VIDYA BHAWAN

Session- 2020-2021
Subject- Political Science
Class -12th
Worksheet-52

Chapter- 6. Indian Politics: Trends and Developments

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/arrfK4TcJHY>

Note- Must watch this link.

Questions

Q1. What is Coalition means?

- (a) to be together in one group. (b) People's group
(c) States and parties group. (d) All of the above

Q2. Which was the first Coalition govt. Formed in India?

- (a) 24 March 1977. (b) 25 April 1977
(c) 23 April 1977. (d) None of these

Q3. The National Front Government lead by Was supported by the left as well as the BJP in 1989.

Q4. Name the parties involved in the National front.

Q5. State any two features of Coalition.

Q6. What Were the main issues that changed India in the 90's decade?

Q7. Trace the emergence of BJP as a significant force in post-emergency Politics.

Q8. The BJP came to power under which coalition?

