

INTERNATIONAL INDIAN SCHOOL BURAI DAH

Worksheet for the Academic Year 2026-27

CLASS: 12

SUBJECT: BUSINESS STUDIES

CHAPTER-11(MARKETINGMANAGEMENT)

CHAPTER -12 CONSUMERPROTECTION)

CHAPTER-11(MARKETINGMANAGEMENT)

Answer the following questions:

Multiple choice type questions

- Q1.** A marketer of TV, having 10% of the current market share, aims to increase it to 20% in the next three years. For this, he needs to develop a complete marketing plan covering various important aspects and specify the action programs to achieve these objectives. Which function of marketing is being discussed?
- a. Standardization & grading
 - b. Product designing and development
 - c. Gathering and analyzing market information
 - d. Marketing planning
- Q2.** It is necessary that goods and services must be made available to the customers at the right place, in the right quantity and at right time. Identify the concerned element of marketing mix.
- a. Product mix
 - b. Place mix
 - c. Price mix
 - d. Promotion mix
- Q3.** "A popular brand of Hair Conditioners comes in different categories for different hair, say for normal hair and for other categories". Identify the function of labeling in the above example.
- a. Providing information required by law
 - b. Describe the product and specify its contents
 - c. Grading of products
 - d. Promotion of products
- Q4.** 'Airtight Containers protects the product from moisture'. Which function of packaging is being highlighted?
- a. Product identification
 - b. Product protection
 - c. Product promotion
 - d. Facilitating use of the product
- Q5.** Match the following by choosing the correct option -

Column I	Column II
a. Name of the whole class of the product	i. Brand Mark
b. A part of the brand which is spoken	ii. Hallmark
c. A part of the brand which is unspoken	iii. Generic Name
d. A registered brand name	iv. Brand name

a. a. iii, b. iv, c. i, d. ii

b.a.iv, b. iii, c. i, d. ii

c. a. ii, b. i, c. iii, d. iv

d. a. ii, b. iv, c. iii, d. i

Q6. The basic role of firm under _____ concept is to identify a need and satisfy it better than competitors.

a. Production

b. Marketing

c. Selling

d. Product

Statement, Assertion - Reasoning type questions:

Q7. Read the following statement Assertion(A) and Reason (R). Choose one of the correct alternative given below.

Assertion (A) : Labelling is also an important feature of the product.

Reason (R) : It is not only protects the product but also serves as a promotional tool.

a. Both Assertion (A) and Reason (R) are correct

b. Assertion (A) is wrong but Reason (R) is correct

c. Assertion (A) is correct but Reason (R) is wrong

d. Both Assertion (A) and Reason (R) are wrong

Q8. Read the following statement carefully and choose the correct alternative:

Statement I : The demand for a product or services is directly related to its price.

Statement II : Generally lower the price, higher would be the demand for the product and vice- versa.

a. Both the statements are true.

b. Both the statements are false.

c. Statement I is true, Statement II is false.

d. Statement I is false, Statement II is true.

Subjective type questions:

Q9. What do you mean by advertising and what are the objections against advertising?

Q10. What do mean by channel of distribution and how the choice of it is made?

Q11. What is the factor determining price?

Q12. What are the different marketing management philosophies?

Q13. Bhuvan and company has invented a fuel saving instrument which can reduce the consumption of

Case based question:

Q14. Radhika was a student of class 12th. Her father was a farmer and grew different varieties of rice and was well versed about various aspects of rice cultivation. He was also selected for a pilot project on rice cultivation. As a project work in business studies she decided to study for feasibility of marketing goods quality rice at a reasonable price. Her father suggested her to use internet to gather customer view and opinions. She found that there was a huge demand for packed organic rice. She knew that there was no per determined specifications in case of rice because of which it would be difficult to achieve uniformity in the output. To differentiate the product from its competitors, she gave it the name of "Malabari Organic Rice" and classified into three different varieties namely – popular, classic and supreme based on the quality . She felt that these name would help her in product differentiation.

i) What is meant by "Branding"? State any two advantages of branding to customers.

ii) Explain the three function of marketing with reference to the above paragraph.

CHAPTER-12(CONSUMER PROTECTION)

Answer the following questions:

Multiple choice type questions:

- Q1.** In case an aggrieved consumer is not satisfied with the decision of the State Commission, he can make a further appeal in
a. National Commission
b. Supreme Court of India
c. District Forum
d. State Commission
- Q2.** If the value of goods or services is more than 1 crore but less than 10 crore, then consumer can file case in:
a. District commission
b. State commission
c. National commission
d. Supreme Court
- Q3.** In developing countries like India the number of consumer organization are very less. This is related to which importance of consumer protection.
a. Widespread exploitation of consumers
b. Consumer ignorance
c. Unorganised Consumer
d. Uneducated consumer
- Q4.** On a packet of juice, chips, biscuits what mark should be present.
a. Agmark
b. FPO
c. ISI mark
d. Hallmark
- Q5.** Match the following by choosing the correct option

Column I	Column II
a. District Commission	i. Right to be file a complaint and to be heard in case of dissatisfaction with a product and service.
b. State Commission	ii. Compensation amount up to 1 crore
c. National Commission	iii. Compensation amount from 1 crore to 10 crore
d. Right to be heard	iv. Compensation amount above 10 crore

- a. a. ii, b. iii, c. iv, d. i
b. a. iv, b. iii, c. ii, d. i
c. a.i, b.iii, c. iv, d. ii
d. a. iii, b. ii, c.iv, d. i

- Q6.** Information consumer about the contents of product, its usage, etc. is part of _____
a. Right to consumer protection Act
b. Right to safety
c. Right to information
d. Right to be heard

Statement, Assertion - Reasoning type questions:

- Q7.** Read the following statement Assertion(A) and Reason (R). Choose one of the correct alternative given below.

Assertion (A) : According to “right to seek redressal”, consumer has the right to file a complaint and to be heard.

Reason(R) : According to “right to be assured”, consumer has complete freedom to compare various product and select the most suitable one.

- a. Both Assertion (A) and Reason (R) are correct and (R) is the correct explanation of (A)
b. Both Assertion (A) and Reason (R) are correct and (R) is not the correct explanation of (A)
c. Assertion (A) is correct but Reason (R) is wrong
d. Assertion (A) is incorrect and Reason (R) are correct

- Q8.** Read the following statement carefully and choose the correct alternative:

Statement I : The consumer protection act 2019 provides for five right of consumers.

Statement II : Right to be assured means that the consumer has the freedom to access variety of product at competitive prices.

- a. Both the statements are true.
- b. Both the statements are false.
- c. Statement I is true, Statement II is false.
- d. Statement I is false, Statement II is true.

Subjective type questions:

Q9. What type of judiciary machinery is available to deal with consumer grievances and disputes?

Q10. Why is consumer protection required in India?

Q11. Enumerates the various acts passed by the government of India which helps in protection of consumer interest.

Q12. State any eight reliefs available to the consumer, if the court is satisfied about the genuineness of the complaint.

Case based questions :

Q13. Rajiv, a consumer purchased medicines without noticing the date of expiry. He also did not obtain the cash memo. Do you think he will be able to protect himself by the loss caused due to expired medicine? Give reasons to support your answer.

Q14. "Bhuvan, who was a vegetarian went to a snack bar for having French fries and later found out that it had non vegetarian content. Neither the advertisement nor the packing of the product displaced that the product has non vegetarian content. Will Bhuvan be able to claim compensation which right of the consumer is violated"?

Identify the relevant rights of a consumer being violated in the following instances.

- a. A bottle of acid sold but the cap was not properly sealed.
- b. Medicine sold without date of manufacturing and date of expiring printed on its packaging.
- c. Madan bought a cooler with 2 years warranty. The cooler started giving problem within 6 months. Madan approached the seller. The seller did not listen to his grievances.
- d. The seller compels the consumer to purchase the available product.
- e. The common consumers are not aware of their rights, right path and procedure for filing the complaints.

Q15. Himesh after completing his graduation, started working with a multinational company in Delhi. But due to ill health of his parents he had to go back to his village. There he noticed that the villagers were literate but ignorant about their rights. Many vegetable vendors were using stones as weights to sell their vegetables. Some shopkeepers were selling food items without having 'FPO mark'. Villagers did not find anything wrong with these practices. So to create awareness among villagers Himesh decided to publish a weekly Journal 'Jan Jagriti'.

- i. State there 'Right' which Himesh has exercised by doing so.
- ii. Explain any other four rights as well.