
ICSE SEMESTER 1 EXAMINATION – ANSWER KEY

COMMERCIAL APPLICATIONS

Question 1

(c) societal marketing stage [1]

Question 2

(b) Direct mail [1]

Question 3

(b) Product oriented stage [1]

Question 4

(a) Place [1]

Question 5

(c) Catalogue market [1]

Question 6

(d) Consumers' market [1]

Question 7

(b) Production oriented stage [1]

Question 8

(c) Brand equity [1]

Question 9

(b) Concept advertising [1]

Question 10

(c) Persuasive advertising [1]

Question 11

(c) Introduction [1]

Question 12

(a) Shopping products [1]

Question 13

(c) Tele market [1]

Question 14

(c) Manufacturer-Wholesaler-Retailer-Consumer [1]

Question 15

(b) Parity pricing [1]

Question 16

(b) Increases prices of products to the consumers [1]

Question 17	
(a) Discount	[1]
Question 18	
(b) Branding	[1]
Question 19	
(c) Maturity	[1]
Question 20	
(a) Standardized goods	[1]
Question 21	
(b) Sharp memory	[1]
Question 22	
(a) Products and services	[1]
Question 23	
(c) Part of total environment	[1]
Question 24	
(a) Promotion of products	[1]
Question 25	
(c) Automatic vending machines	[1]
Question 26	
(b) Regional market	[1]
Question 27	
(a) Production-oriented stage	[1]
Question 28	
(c) Brand loyalty	[1]
Question 29	
(a) Online marketing	[1]
Question 30	
(c) Cost plus pricing	[1]
Question 31	
(c) Maximization of profit	[1]
Question 32	
(a) personal selling	[1]
Question 33	
(c) Spreading socially useful ideas	[1]

Question 43

- (c) Mass communication

Question 44

- (a) Price

Question 45

- (a) Sale on approval

Question 46

- (a) Total marketing program

Question 47

- (a) Introduction > Growth > Maturity > Decline > Abandonment

Question 48

- (a) Going rate pricing

Question 49

- (a) Maturity stage

Question 50

- (d) Supplier concept



Question 34

- (c) Marketing mix

Question 35

- (c) Introduction stage

Question 36

- (b) Goodwill

Question 37

- (b) Maximize the market share

Question 38

- (a) Non-recurring

Question 39

- (d) Sponsor

Question 40

- (a) Marketing

Question 41

- (b) Let the buyer beware.

Question 42

- (c) People