# Unit 5

**Multiple Choice Questions**

Q1: Packaging has become very important part of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ mix

1. Place
2. Price
3. Promotion
4. Product

Q2: The decision are the type of package material depends on.

1. cost of package inputs
2. nature of products
3. extent of protection required
4. All of above

Q3: The baggers are required to be acquinted with

1. Store operations
2. Purchace
3. Sales operation
4. All of above

Q4: Signage helps the customers to easily reach their desired destination with

1. Sign board
2. Signals
3. Symbols
4. None of these

Q5: In retailing business the retailers adopt \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Packaging

1. Consumers
2. Retailer
3. Manufacturer
4. None of the above

Q6: A container in which a product is offered for sale is called:

1. Product
2. Package
3. Both A & B
4. None

Q7: Refrigerator is \_\_\_\_\_\_\_\_\_\_\_\_\_ Packaging.

1. Cardboard
2. Paper
3. Plastic
4. None of the Above

Q8:Inkjet Coder is popularly applied in

1. Packaging
2. Marking
3. Labeling
4. None of the Above

Q9: The Baggers assist in:

1. Maintain store Cleanliness
2. Handling & Assembling of products
3. Both A & B

Q10: The label which is used to make the brand popular is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. Grade label
2. Descriptive label
3. Brand label
4. None of these

Q11 A brand that is given legal protection is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Brand Mark
2. Trade Mark
3. Brand Name
4. None of the above

Q12: The trade & merchandise marks act is passed in the year \_\_\_\_\_\_\_\_\_\_\_\_

1. 1986
2. 1985
3. 1958
4. 1968

Q13: The agmark is used for \_\_\_\_\_\_\_\_\_\_\_\_\_

1. Food Product
2. Agricultural Product
3. Industrial Product
4. None of the above

Q13: The Label which gives maximum information about the product is called as \_\_\_\_\_\_\_\_\_\_\_\_\_

1. Grade Label
2. Descriptive Label
3. Brand Label
4. None of the above

Q14: The label which gives maximum information about the product is called as \_\_\_\_\_\_\_\_\_\_\_\_

1. Grade Label
2. Descriptive Label
3. Brand Label
4. None of these

Q15:Which part of a brand can be recognized but not utter able.

1. Brand Mask
2. Brand Name
3. Trade Mark
4. None of these

Q16: Full form of FPO?

1. Food Processing Order
2. Fast Processing Order
3. Full Processing Order

Q17: Full form of ISIP

1. Indian Step Institute
2. Indian Standard Institute
3. Both A & B
4. None of these

Q18: The act of attaching or bagging labels called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Marking
2. Labeling
3. Packaging

Q19: Private labels owned by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Retailers
2. Suppliers
3. Both A & B

Q20: The Bureau of Indian Standard for ISI mark of product were set up in the year \_\_\_\_\_\_\_\_\_\_\_\_\_

1. 1976
2. 1986
3. 1996
4. 1968

Q21: Marking refers to \_\_\_\_\_\_\_\_\_\_\_\_\_

1. Symbol
2. Design
3. Coloring
4. All of the above

Q22: Permanent, accurate, faster, & flexible method of masking called \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. Laser Marking
2. Product Labeling
3. Both A & B

Q23: Types of labeling:

1. Brand Label
2. Grade Label
3. Descriptive Label
4. All of Above

Q24: Methods of Packaging:

1. Glass Packaging
2. Plastic Packaging
3. Polythene Packaging
4. All of Above

Q25: Cellphone Packaging is Substitute for:

1. Paper
2. Polythene
3. None of these

**Very Short Answer Type Questions**

Q26: Explain two methods of Packaging.

Q27: What is Signage?

Q28:What are the equipment in Packaging?

Q29:Explain the Methods of bagging retailer?

**Long Answer Type Questions**

Q30: Explain the methods of Packaging

Q31: What do you mean by labeling? Describe types of labeling?