

## CHAPTER-12 | Understanding Markets

### QUIZ PART-10

1. Consumers assess product quality mainly to:

- A. Increase shop profits
- B. Decide what to buy
- C. Reduce production
- D. Help manufacturers (B)

**Explanation :** Consumers check quality to make better buying decisions.

2. The FSSAI symbol on a food packet indicates:

- A. Imported product
- B. Government-tested and safe food
- C. Expensive product
- D. Discounted product (B)

**Explanation :** FSSAI certification shows that the food product meets safety standards.

3. Which organisation issues the ISI mark?

- A. Food Safety Authority
- B. Bureau of Indian Standards (BIS)
- C. Energy Department
- D. Agriculture Ministry (B)

**Explanation :** The ISI mark is issued by the Bureau of Indian Standards.

4. The ISI mark is commonly found on:

- A. Fruits and vegetables
- B. Electrical appliances and construction materials
- C. Clothes
- D. Medicines (B)

**Explanation :** ISI certification is commonly seen on products like electrical appliances and construction materials.

5. AGMARK certification is related to:

- A. Electronics
- B. Agricultural products
- C. Medicines
- D. Textiles (B)

**Explanation :** AGMARK is used for agricultural products such as cereals, spices, and honey.

6. BEE Star rating is used for:

- A. Packaged food
- B. Clothing quality
- C. Energy efficiency of electrical appliances
- D. Farm produce (C)

**Explanation :** BEE star ratings show how efficiently electrical appliances use electricity.

7. A higher BEE star rating means:

- A. Higher electricity use
- B. Lower energy efficiency
- C. Lower electricity consumption
- D. Lower product quality (C)

**Explanation :** More stars indicate better energy efficiency and lower electricity consumption.

8. Reputation of a product is often built through:

- A. Government rules
- B. Word of mouth
- C. Packaging size
- D. Taxes (B)

**Explanation :** Recommendations from others help build the reputation of a product or service.

9. Online reviews help consumers:

- A. Manufacture products
- B. Decide whether to buy a product
- C. Fix prices
- D. Increase taxes (B)

**Explanation :** Online reviews guide consumers by sharing the experience of other buyers.

10. Government certification marks confirm:

- A. Maximum profit
- B. Minimum quality standards
- C. Low price
- D. High demand (B)

**Explanation :** Certification marks show that a product meets required quality standards.