



BUSINESS STUDIES

BOOKS - SHREE RADHEY PUBLICATION

BUSINESS STUDIES (HINGLISH)

MARKETING MANAGEMENT

Case Study

1. "Time Line" watch manufacturing company is a renowned company in marketing watches. It

performs various activities like, market analysis, product designing or merchandising, packaging, warehousing, branding, pricing, promotion and selling. The company maintains good customer relations through various follow up activities. This helps the company in procuring repeat sales orders.

a) Name the concept related to the activities mentioned in the above paragraph.

b) Explain any two features of the concept identified in part a) .



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2. "Two sell whatever is produced" and "To produce whatever is needed by customer" are two concepts of marketing". Name them and difference both the concept.



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3. Ginika, Tanish and Rohit were friends from college days and now they are doing different kinds of business. They regularly meet and discuss their business ideas and exchange

notes on customer satisfaction, marketing efforts, product designing, selling techniques, social concerns etc In one of such meeting, Ginika drew the attention of Tanish and Rohit towards the exploitations of consumers. She told that most of the sellers were exploiting the consumers in various ways and were not paying attention towards the social, ethical and ecological aspects of marketing, whereas she was not doing so. Tanish told that they were under pressure to satisfy the consumers, but stated that the consumers would not buy or not buy enough unless they were not

achieve its objectives without understanding the needs of the customers. It was the duty of the business is run by the resources without understanding the needs of the customers. It was the duty of the businessman to keep consumer satisfaction in mind because business in run by the resources made available to them by the society. He further stated that he himself was taking into considerations the needs of the customers.

Identify the various types of thinking that guided Ginika, Tanish and Rohit in the marketting efforts of their business. Also,

state one more features of the various types of thinking identified that is not given in the above para.



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4. Saloni intends to start an enterprise that produces chocolates. Initially in order to assess the taste and preferences of the people about chocolates, she used social media and online surveys. Thereafter she prepared a detailed SWOT analysis of her enterprise to

devise a strategy that will give her an edge over competitor. Based on her analysis of the market she planned another segment of Chocolate called 'Eesi delight'. She planned to fix up the price of chocolate relatively lower in beginning and increasing later on when demand pricks.

In context of above case.

- i) Identify the elements of marketting mix being discussed in above para.
- ii) Explain briefly the functions of marketting discussed in above para.



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5. As a project work in Business Studies subject, the Commerce students of 'Creative Public School' thought of setting up a recycling plant to recycle all the waste papers from the school and prepare registers and exercise books to be used by the school students. They approached their principal who not only appreciated the idea of the students but also gave her consent for the same. The school also decided to donate 50% of the revenue generated from the sale of registers

and exercise books to a nearby blind school.

(a) State the product related decisions which the children have to take.

(b) Suggest any two factors the children should keep in mind while choosing the right name for their exercise books and registers.



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6. After acquiring the necessary knowledge and skills on starting an Alovera Farm, Ashok wanted to be the leading manufacture of

Aloevera produce worldwide. He observed that the products were expensive as the demand of the products was more than the supply. He was also keen to promote the methods and practices that were economically viable, environmentally sound and at the same time protecting public health.

Ashok's main consideration was about the amount of money paid by the consumers in considerations of the purchases of Aloe vera products. He also thought that competitors prices and their anticipated reactions must also be considered for this.

After gathering and analyzing information and doing correct marketing planning, he came to know that the consumers compare the value of a product to the value of money they are required to pay. The concentration will be ready to buy a product when they perceived that the value of the product is at least equal to the value of money which they would pay.

Since, he was entering into a new market, he felt that he may not be able to cover all costs.

He knew that in the long run the business will not be able to survive unless all costs are covered in addition to a minimum profit.

He examined the quality and features of the products of the competitors and the anticipated reactions of the consumers. Considering the same he decided to add some unique features to the packaging and also decided to provide free home delivery of the products.

The above case related to a concept which is considered to be an effective competitive marketing weapon. In conditions of perfect competition most of the firms compete with each other on this concept in the marketing of goods and services.

a) Identify the concept.

b) Explain briefly any four factors discussed in the above case related to the correct so identified.



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7. "Every time I travelled people asked me to bring them chips. Khakra and pickles from all over the country", says Anoushka. Finally, she and her colleague, Sumeet, decided to make a business out of it. They launched a facebook

page, asked people what they wanted, and they came up with a list of about 100 places and tied up with two dozen vendors to begin with. They were servicing people from jaipur who wanted spices from Kerala, people from Panipat who wanted halwa from Jammu and people from Delhi who ordered from fresh tea leaves from Darjeeling. Through their business they wished to bridge the gap between sellers and buyers. The business is now worth millions.

Explain any two important activities that Anoushka and Sumeet will have to be involved

in for making the goods available to the customers at the right place, in the right quantity and at the right time.



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8. Shreemaya Hotel in Indore was facing problem of low demand for its rooms due to off season. The Managing Director (MD) of the hotel, Mrs. Sakina was very worried. She called upon the Marketting Manager, Mr.Kapoor for his advice. He suggested,that the hotel should

announce an offer of '3 Days and 2 Nights hotel stay packaged with free breakfast and one day religious visit to Omkarehswar and Mahakaleshwar Temples'. The MD liked the suggestion very much. Identify the promotional tool, which can be used by the hotel, through which large number of prospective pilgrimage tourist, all over the country and also abroad, can be reached, informed and persuaded to use the incentive.



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9. Which technique of sale promotion is being referred to in the below given points:

i) Free sample of shampoo pouch with a fairness cream.

ii) Upto 50% off on most items.

iii) Tooth brush free with Tooth paste.

iv) Buy 3 packs of 1 litre juice and get another free.

v) Scratch the card and dial a number to win a car.



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10. Mr. Rajiv, the sales executive of ABC Ltd. Posses good marketing techniques, his techniques involving oral presentation of messages, convincing the customer with face to face interactions,etc.

i) Name the element of marketting mix under which the above technique fall.

ii) Identify the element used by Rajiv.

iii) Name any other among element of marketing.



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11. Coconut Joy Ltd'. Are the manufacture of
vegetarian frozen dessert food products made with coconut milk agave sysrup and other certified ingredients. The founders of the company, lovely and Lalita originally developed this treat to meet their own needs but found that their friends and families around were also keen to use the products. It was not only the vegetarians, but also those who could not get enough environment friendly sustainble food, that appreciated the product.

It did not long for Lovely and Lalita to

recognize the potential of their little venture. In the beginning they started from their home with the product being sold through local family parties that enables guests to personally meet the owner. This helped to establish strong connections with the prospective buyers and the company could put the product on shelves of natural food store. The company used all marketing activities to grow and expand. The company began sponsoring booths of festivals, drawing attention to its newly created vegetarian products. It also disseminated relevant

information to media about its products and the people who helped in building the company's reputation. Lovely and Lalita were invited for an interview with one of the leading TV channels in which they talked about their environment friendly vegetarian products.

To show its gratitude to customers local business and government officials who supported the company from the beginning, 'Coconut Joy Ltd', hosted a gala event and involved all of the to raise funds for few local NGO's. The company also asked its fans and

customers to send songs and poetry conveying their impression about 'Coconut Joy's Ltd. products.

a) Identify and explain the communications tool used by 'Coconut joy ltd'.

b) Briefly explain the role of the tool identified in above.



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Exercises

1. Choice of an appropriate channel of distribution is very important marketing decision which affects the performance of an organisation'. Explain any two factors on which the choice of an appropriate channel depends.



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2. 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.

(a) Name and explain the element of Marketing Mix given above.

(b) Explain the components of this element.



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3. Explain any two factors affecting price of a product.



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4. Give two examples of convenient product.



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5. At which level of packing, the immediate container is referred to?



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6. Distinguish between marketing and selling on the basis of objective.



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7. What is the focus of product concept?



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8. What do you mean by market mix?



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9. Name four elements of Marketing Mix.



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10. Name two shopping products.



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11. Give any two benefits of branding to marketer.



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12. Why is packaging called silent salesman?



Watch Video Solution

13. Who are called the channels of distribution?



Watch Video Solution

14. Name any two technique of sales promotion.



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15. Who is a marketer?



Watch Video Solution

16. Who is a customer?



Watch Video Solution

17. They don't sell what they can make, but they make what they can sell'. Name the concept to which this statement is related?



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18. What is meant by product?



Watch Video Solution

19. What is meant by product Mix?



Watch Video Solution

20. What is meant by Price Mix?



Watch Video Solution

21. What is meant by Place Mix?



Watch Video Solution

22. What is meant by Promotion Mix?



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23. What is meant by Personal Selling?



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24. What is meant by Sales Promotion?



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25. What is meant by Publicity?



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26. Name any two factors which help in fixing the price of a product.



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27. Name any two factors which help in fixing the price of a product.



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28. Blindly following the goal of customers satisfaction has led to many social and environmental ills'. Do you agree? What should be done?



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29. You are a marketing manager of ABC company. You are asked to persuade the customer and make customers buy the products. Explain the variety of promotion

tools you will consider to use to achieve this objective.



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30. You have invented a new device to detect impurities of petrol. Which two advertising media would you use and why?



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31. it pays to advertise'. Do you agree with the statement? Give reasons.



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32. Bending the customer according to the product' and 'Developing the product according to the customer needs' are the two important concepts of marketing management. Identify the concepts and differentiate between the two.





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33. What is the meant by direct channels of distribution? List any four methods of direct distribution.



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Hots Higher Order Thinking Skills And Case Studies

1. Zoom Udyog, a car manufacturing Co., has started its business with Zoom 800 and slowly launched Zoom-1000, Wagon-Z, Swy-fy etc. and offered various services like after sale service, availability of spare parts etc. Identify the element of marketing mix referred here.



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2. Radha found a worm crawling out of newly opened tetra pack of juice manufactured by a

reputed company, Zest, Ltd.. She went back to the shopkeeper from whom the pack was purchased who directed her to call up the customer care center. When all her efforts failed, she went to a consumer activist group to seek help. The group decided to help Radha and take measures to impose restrictions on the sale of the firm's products of the particular both and urge customers to refrain from buying the products of the company. Zest Ltd. lost its image in the market. The CEO gives the responsibility of bringing back the lost image of the company to a Manager.

- a) Identify the concept of Marketing Management which will help the manager getting the firm out of the above crisis.
- b) Also explain the role of above identified concept by stating any two points.



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3. Good Living Ltd. Manufactures mosquito repellent tablets. These tablets are packed in strips of 12 tablets each. Each of these strips are packed in a cardboard box, 48 such boxes

are then placed in a big corrugated box and delivered to various retailers for sale, State the purpose of packaging the rablets in a corrugated box.



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4. Shyam bought a pain relieving Ointment after seeing it being displayed in the chemist's shop. The ointment tube was packed in a cardboard box. Identify the different levels of packaging of the pain relieving medicine, when

it was purchased by Shyam. Also state the functions of packaging.



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5. Raman, Joginder, John, Iqbal and Shreya are friends. They are operating different business. Each one has his/her own concept regarding operating their business.

Raman believes in producing and selling it at reasonable price.

Joginder focuses on providing best quality

products he believes that a customer always wishes to buy a good quality product. The price of the product is secondary, John is of the belief that most important aspect of business is sales and so he undertake aggressive selling and promotional effort.

Iqbal believes that his firm can achieve its goals only by identifying the needs of the customer and satisfying them better than the competitors.

Shreya on the other hand feels that her firm has a responsibility towards the society as wel. So she provides customer satisfication along

with using techniques which are environmental friendly.

i) What are the marketing concepts followed by each of them?

ii) Raman's concept is successful for him because he is into manufacturing and selling iodised salt under the brand "Healthy salt, this product has a ready market and vast consumer base, also the products are standardised so he can focus on production at a large to cut down the cost per unit. Write any business which can be successfully run by

the others using the concepts.

(Joginder-John-Iqbal-Shreya).



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6. "An important task in the marketing of goods relates to designing the label as it provides useful and detailed information about the products". In the light of this statement, draw a label for "Tea" and highlight the importance information to be provided on it.



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7. One manufacture of electronic product produces such products which need special care while using it. But the company has not given the intructions to consumers. If you were the manager of the company what steps you would take?



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8. Recently, prices of perfume, which are one of the major ingredients of agarbattis, have gone up substantially. Since there is keen competition in the agarbattis, have gone up substantially. Since there is keen Competition in the agarbatti, have gone up substantially. Since there is keen Competition in the agarbatti market, no manufacture increased the price of agarbattis. In turn, most of the manufacture opted to reduce the quantity of perfumes in agarbattis to cut their cost of production. This has resulted in decreased

quality of agarbattis through their process have not changed. In order to overcome this problem, Garden Ltd. Introduced a new set of agarbattis under the brand name Khushboo. Khushboo agarbattis captured the agarbattis market very quickly.

i) Identify the product-related issue involved in the above case and explain its three functions.

i) Identify the product-related issue involved in the above case and explain its three functions.

ii) Mention three features of that concept.



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9. Simone, a budding entrepreneur wishes to operate a business of Flowers. Since they are perishable in nature, she plans to open a flowerer so that she can directly sell them to the customers. Being a small venture, the number of consumers is also less. So she decides that the direct channel of distribution is better. Her friend, Ankit is a manufacturer of gift items. He is confused regarding the level of channel he should follow. Can you guide him regarding the problem? Give points for support of your answers.



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10. You have an advertising agency. A manufacture of consumer product like Soap. Tooth Paste has come to you to help him in promotion of his products. Convince him how advertising can assist in giving boost to his sales?



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11. You are participating in a school debate on the topic 'Roles of advertising for the business & society'. You have to speak against the topic, i.e., on negative fallouts/objectives against advertising. Support your topic point wise.



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12. A company makes false claims about getting power from drinking soft drink. What values are lacking in the company?





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13. A commercial unit uses rocks, trees, electric poles, historical management and walls to advertise its products. Which faults of the company does this advertising policy show?



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14. A tea producer unit uses rocks, trees, electric poles, historical managements and walls to advertise its products. Which faults of

the company does this advertising policy show?



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15. A tea producer uses such packet/things for packing tea, which can be used, even after consuming the tea, for other purposes. Here, which values are being affected by him?



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16. Various tools of communications are used by the marketers to promote their products'.

i) Why do companies use all tools at the same time?

ii) Name and explain the most commonly used non-personal tool of promotion which is paid for by the marketer.

iii) Which tool of promotion will primarily be used for the following?

a) to promote or protect a company's image or its individual products.

b) An existing product meant for mass usage

by literate people.

c) To introduce a new product to a particular class of people through door-to-door visits.

d) To attract attention of the people by using incentives.



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17. Innovators Ltd. Is doing business of manufacturing water purifier. It has already, been manufacturing water purifiers since last 10 years. Now it has come up with a latest

innovation in the field of RO purifiers which all avoid wastage of water. It knows that there are many competitors in the field as Whirpool, Aquaguard, Zero B, Kent, Eureka Forbes, L.G. etc.

- i) Which values is adopted by the company?
- ii) Suggest which factors should it keep in mind while fixing the price of purifier.
- iii) which channel of distribution should the company adopt?
- iv) Which is the most appropriate sales promotion methods for this.



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18. Mr.Akshya is a sales Manager of Nova Ltd. Since last few months, performance of his department has failed to reach the acceptable level. It is matter of concern for the General Manager. He is taken to ment this dismal situation at any cost. Mr. Akshya made efforts to find out the causes of this situation. He found that the members of his team lacked training to his team members he set up a training center and appointed a trainer for this purpose. The trainer imparted them

necessary training keeping in mind the actual situation. Besides Mr. Akshay launched a scheme for the customers. Under this scheme, a coupon is to be issued to that consumer who buys goods to a specified date. Later on, draw will be taken by a given date and will be distributed among the winners.

Identify the said training and sales Promotion method.



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19. Which marketing philosophy give more importance to 'consumer welfare' instead of consumer satisfaction?



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20. Which concept of marketing suggest that the organisation earn profit through volume of production?



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21. Name the non-paid form of communication of information about the products.



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22. Name the element of marketing which makes the product available to the target customer?



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23. Money spent on advertisement is a waste'.

Do you agree with this statement? Give reasons for your answer.



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24. Write one example of a exchange of goods in which buyer is a marketer.



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25. A cosmetic manufacturing company is spending a lot of money on advertisement to sell their products as they believe that the sales of good depends on the quality of advertisement.

Name the marketing philosophy followed by him. State any other two marketing philosophy.



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26. Haldiram is selling fast food to the customers. Write the name of the channel of distribution used by the company.



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27. For selling its cars and vans. Maruti Udyog is making use of which channel of distribution?



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28. A tube of shaving cream is always offered in a cardboard box. Name the type of packaging used in this case.



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29. A dealer wants to send some gift items of glassware to Delhi from Mumbai. Which type of packaging is needed here?



Watch Video Solution

30. Name the non-paid form of communication of information about the products.



Watch Video Solution

31. Bhuavn is very particular to get his hair out from ABC saloon of South Delhi. Which type of product is it?



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32. A leading leather manufacturing company is using animal skin to make huge profits. Name the marketing concept which is ignored here.



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33. Mr Rajiv wants to buy LCD T.V. for his family. Now he has come to Jagota electronics, Model Town, after coming to shop he get confused. Write the name of promotion tool which has

brought him to the shop and promotion tool needed now. Also write the four points of importance of latter tool.



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34. One of the element of marketing mix is concerned with designing the shape, size and quality of goods and services.

- i) Name that element of marketing mix.
- ii) Name the important features of that element.



35. ITC started its business with ITC Limited, later on it entered in Hotel Industry, Consumer goods, industry, stationary, etc. ITC assured quality to customer and kept company's name and identity. This helped the customers in product identification and hence ensured quality. It also built up their confidence and helped in increasing their level of satisfaction.

i) Name the element of marketing mix

referred in above para.

ii) Name the other elements of marketing mix.

iii) Name the concept which assure quality and help in identification of product.

iv) Identify the value emphasised by ITC.



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36. Ajay was appointed as marketing head of 'Alfa Enterprise' manufactures of toothpastes and tooth bruches. His target sale was 2,000 units a month. Apart from thinking about

various channels of distribution to achieve the target, he himself started visiting schools in backward areas. He found that even after taking various steps and counselling, some school children had not started brushing their teeth. He investigated and found that they could not afford to buy tooth brush. He started donating 200 tooth brushes and tooth pastes every month to the school.

Identify the channel of distribution 'Ajay' would adopt for distribution of tooth paste and tooth brushes and justify it by giving one reason.



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37. Advertising' and 'Personal Selling' both are communication tools used by the marketers to promote their products. Yet they differ in their approach. Differentiate between the two by giving any six differences.



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38. Mansi, a shoe manufacture for school students, decided to maximise her profit by producing and distributing at large scale and thereby reducing the average cost of production.

i) Identify the marketting management philosophy adopted by Mansi.

ii) Explain this philosophy on the basis of:

a) Main focus

b) Means and ends.



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39. Be Healthy' is one of the top selling organic food brand in India. It has more than hundred products in over ten categories and dress established a brand average in market. The company sell its products throught online and company owned showrooms only.

In context of above case:

- i) Identify the components of marketting mix being discussed above.
- ii) Name the important decisions related to both of these concept.



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Very Short Answer Type Questions

1. Explain the advantages of branding to marketers of goods and services.



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2. List the characteristics of a good brand name.



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3. What is the societal concept of marketing?



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4. Enlist the advantage of packaging of a consumer products.



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5. What are the limitations of advertising as a promotional tool? Enlist.



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6. What shopping products have been purchased by you/ your family in the last six months. Make a list and specify what factors influence the purchase of each of these products.



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Short Answer Type Questions

1. What is the marketing concept? How does it help in the effective marketing of goods and services?



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2. Distinguish between the product concept and production concept of marketing.



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3. Product is a bundle of utilities. Do you agree? Comment.



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4. Product is a mixture of tangible and intangible attributes'. Discuss.



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5. Describe the functions of labelling in the marketing of products.



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6. Discuss the role of intermediaries in the distribution of consumer non-durable products.



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7. Explain the factors determine choice of channels of distribution.



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8. Explain briefly the components of physical distribution.



Watch Video Solution

9. Define advertising. What are its main features? Explain.



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10. Discuss the role of 'sales promotion' as an element of promotion mix.



Watch Video Solution

11. Explain briefly the pillars of marketing concept.



Watch Video Solution

12. Explain product concept and the societal concept of marketing.



Watch Video Solution

13. Marketing is much more than selling.

Comment.



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14. Bhuvan & Co. has launched a new product in the market. As a marketing manager suggest the sales promotion techniques which Bhuvan & company can adopt to increase the sale of new product.



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15. Define: i) Convenient goods, ii) Shopping goods, iii) Speciality goods.



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16. Rajiv has written a book on management studies. What factors must be considered by Rajiv before fixing the price of the book.



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17. Define advertising. What are its main features? Explain.



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18. Differentiate between marketing and selling any four basis.



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19. What is a product mix? Describe briefly the salient features of the product mix.



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20. Explain in brief the concept of personal selling.



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Long Answer Type Questions

1. Define marketing. How is it different from selling? Discuss.



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2. What is the marketing concept? How does it help in the effective marketing of goods and services?



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3. What is marketing mix? What are its main elements? Explain.



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4. How does branding help in creating product differentiation? Does it help in marketing of goods and services? Discuss.



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5. State any four factors which affect the determination of the price of the product.



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6. What do you mean by 'channels of distribution'? What functions do they play in the distribution of goods and services? Explain.



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7. What are the major activities involved in the physical distribution of goods?



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8. Expenditure on advertising is a social waste.

Do you agree? Discuss.



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9. Distinguish between advertising and personal selling.



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Test Yourself Very Short Answer Questions

1. Who is a marketer?



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2. Define customer.



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3. What do you mean by 'market'?



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4. What is the role of consumer in present day concept of marketing?



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5. Define marketing management in present context.



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6. What is the objective of marketing management?



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7. How does the process of marketing establish a place for the business in the market?



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8. Distinguish between marketing and selling.



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9. What is the purpose of packaging a product?



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10. What is marketing research?



Watch Video Solution

11. What is meant by product Mix?



Watch Video Solution

12. Why is packaging called silent salesman?



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13. Explain the meaning of the term promotion mix.



Watch Video Solution

14. Define marketing mix.





Watch Video Solution

15. What do you mean by labelling?



Watch Video Solution

16. Define a product.



Watch Video Solution

17. What is a trade mark?





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18. Define place as one of the 'P's of marketing mix.



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19. What is the meaning of advertisement?



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20. Write a note on newspaper advertisement.



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21. Briefly explain any three objectives of marketing.



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Long Answer Questions

1. What do you mean by marketing management? Explain its importance functions.



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2. What is meant by marketing mix? Explain difference elements or components of marketing mix.



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3. What is price mix? Explain the factors which are kept in mind while fixing the price of a product.



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4. What are the major activities involved in the physical distribution of goods?



Watch Video Solution

5. Explain factors determining the choice of channels of distribution.



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6. Explain all the business concepts of marketing.



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7. Bhuvan and Company has invented a fuel saving instrument which can reduce the consumption of petrol and diesel if it is attached in the engine of vehicle. Suggest any two media which the company must select to advertise for this product and why.



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8. Critically examine the objections to advertisement.





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9. Advertisement is a social and economical waste. Do you agree? Give reasons to support your answer.



[Watch Video Solution](#)

10. Explain briefly the functions of labelling.



[Watch Video Solution](#)

11. A toy car free with Maggi Noodles is an example of one of the techniques of sales promotion. Name this technique and also explain any other three sales promotion techniques.



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12. Nisha a school bag manufacture decided to improve the product for profit maximisation and thus added a water bottle holder to the existing design.

i) Identify the marketing management philosophy adapted by Nisha.

ii) Explain this philosophy.



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One Mark Questins

1. Why is the understanding of 'Marketing Management Philosophies' important?



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2. 'Buy one get one free' is printed on the label of the package of a mosquito repellent. State the labelling function performed by this statement.



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3. Mansi took her niece, Ridhima, for shopping to 'Mega Stores' to buy her a bag for her birthday. She was delighted when on payment of the bag she got a pencil box along with the bag free of cost.

Identify the technique of sales promotion used by the company.



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4. Vanshika uses 'Kuber Cabs for travelling in the city. She received a text message. "Add Rs 222 on Kaytm and get 20% cashback on having minimum ten trips till 15th April, 2017". Justify the technique of sales promotion used by the company.



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5. Name the function of marketing which is concerned with the cost and location of target market.



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6. Sunita took her niece, Aishwarya for shopping to 'Benetton' to buy her a dress on the occasion of her birthday. She was delighted when on payment for the dress she got a discount voucher to get 20 % off for a

meak of 500rs or above at a famous eating point.

Identify the tecnhique of sales promotion used by the company in the above situation.



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7. Beauty Products Ltd' is a natural and ethical beauty famous for offering organic beauty products for men and women. The company uses plant based materials for its products and is the No.1 beauty brand in the country. It

not only satisfies its customers but also believes in overall protection of the planet.

Identify the marketing management philosophy being followed by 'Beauty Products Ltd'.

A. Promotion

B. Product/Product Mix

C.

D.

Answer:





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8. Name the marketing function which is concerned with informing the customers about the firm's products.



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9. Maruti Vega Ltd'. Entered into the market with coloured television and have now introduced products like audio systems, air conditioners, washing machines, etc. The

company is not only offering the products but also handling complaints and offspring after-sales services.

Identify the element of marketing-mix discussed here.



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10. Name the marketing function which is concerned with the important decision of managing inventory.

A. Personal Selling

B.

C.

D.

Answer:



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11. Explain how the 'product related factors' affect the choice of channels of distribution?



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12. Hemant, Guddu and Toshiba were friends from college days and presently they were doing different kinds of business. They regularly meet and discuss their business ideas, and exchange notes on customer satisfaction, marketing. Hemant drew the attention of Guddu and Toshiba towards the exploitation of consumers. He told the most of the seller were exploiting ecological aspects of marketing, whereas he was not doing so. Guddu told that they were under pressure to satisfy the consumers but stated that the

consumers would not buy or not buy enough unless they were adequately convinced and motivated for the same. Toshita stressed that a company cannot achieve its objectives without satisfying the needs of the customers. It was the duty of the businessmen to keep consumer satisfying the needs of the customers. It was the duty of the businessmen to keep consumer satisfaction in mind, because business is run by the resources made available by the society. She further started that she herself was taking into consideration the needs of the customers.

Identify the various types of thinking that guided hemant, Guddu and Toshita in the marketing efforts of their business. Also, state one more features each of the various types of thinking identified that is not given in the above paragraph.



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13. How do the 'market related factors' affect the choice of channels of distribution? Explain.



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14. Explain how the 'product related factors' affect the choice of channels of distribution?



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15. How do the 'Company-related factors' affect the choice of channels of distribution? Explain



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1. A company was marketing 'water purifiers' which always were very popular due to their quality and after sales service provided to the customers. The company was a leading company in the market and earning huge profits. Because of huge profits the company ignored the after sales services. As a result its relations with the customers got spoiled and the image of the company was damaged in the public. Top management became concerned when the profits for the current quarter fell

sleepily. On analysis it was revealed that ignoring the after profits for the current quarter fell sleepily. On analysis it was revealed that ignoring the after sales services was its reason. Therefore the company took all possible measures to protect and promote its was its reason. Therefore the company took all possible measures to protect and promote its favourable image in the eyes of the public. As a result the goodwill of the company improved in the societ.

a) Name and state the communication tool used by the marketer in the above case to

improve its image.

b) Also explain role of the tool as identified in part a).



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2. State the functions performed by financial Market.



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3. Hayaram' is a famous chain selling a large variety of products in the Indian market. Their products include chips, biscuits, sweets and squashes. It charges a comparatively higher price than its competitors as it sells quality products. Besides, it offers regular discounts to its customers and easy credit terms to its retailers. It has five of its own retail shops. It also sells its products through various grocery stores so that the products are made available to customers at the right place, in the right quantity and at the right time. It regularly

uses different communication tools to increase its sales.

The above para describes the combination of variables used by Hayaram to prepare its market offering. Identify and explain the variables.



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4. Vasvi purchased a bottle of pickle from the local grocery shop. The information provided on the bottle was not clear. She fell sick on

consuming it. She filled a case in the District Forum under Consumer Protection Act and got the relief.

a) Identify the important aspect neglected by the marketer in the above case.

b) Explain briefly the functions of the aspect identified in a) above



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5. Mediquip Ltd. Is a company dealing in distribution of medical equipments. The

company recently imported 15000 units of sugar testing machines to test the sugar levels without taking blood samples. For deciding the marketing strategy, the chief Executive Officer of the company called a meeting of the marketing heads of different zones.

In the meeting, Sandeep, the North Zone Marketing Head, suggested that since the machines were sophisticated they need to visit hospitals personally, to explain its working to the hospital staff who would be using the machines. He also suggested that additionla

trained people may be recruited for the same.

Himanshu, another Zonal Head, added that since lot of money had been spent on the import of the machines, the company was short of funds to pay to the additional staff as suggested by Sandeep. Rahul, a newly appointed Zonal Head of South-Zone suggested that since the size of the order is not large, a detailed study of the factors determining the choice of channels of distribution is required before making the right choice.

a) Identify the factors influencing the choice of

channels of distribution which were discussed in the meeting.

Also, explain briefly the other consideration to be taken care of in each factor identified in part a).



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6. Vasvi was a student of Commerce in class XII. Her father was a farmer, who grew different varieties of wheat and was versed about various aspects of wheat cultivation. He was

also selected by the government for a pilot-project on wheat cultivation. As a project she decided to study the feasibility of marketing good quality wheat at a reasonable price. Her father suggested to her to use internet to gather customers' views and opinions. She found that there was a huge increase in case of wheat, 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 'Mahan-organic-wheat' and classified it into three different varieties namely - Popular, Classic and Supreme, based

on the quality. She felt that these names would help in product differentiation.

Explain the three functions of marketing, with reference to the above paragraph.



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