



BUSINESS STUDIES

BOOKS - VK GLOBAL PUBLICATION

BUSINESS STUDIES (HINGLISH)

MARKETING MANAGEMENT

Think As You Read

1. State whether the following statements are true or false:

(I) Focus of marketing activities is on facilitating exchange of goods and services from producers to consumers or users.

(II) Marketing is a post production activity only.



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2. Why is gathering and analysing market information, necessary?



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3. Why is developing customer support services considered to be the key to marketing success in modern days?



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4. "Identify needs and wants and fill them", "Create Products and sell them" are the two important concepts of marketing management. Identify them.



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5. A Ltd. Believes that products and services are bought not merely because of their quality, packing or brand name, but because they satisfy a specific need of a customer.

Identify the marketing management concept followed by the company.



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6. B Ltd. Believes that mere a availability and low price of the product cannot ensure

increased sale and as such the survival and growth of the firm. Customers look for products which are superior in quality. Performance and features.

Which marketing management philosophy is followed by B Ltd.?



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7. State any two pillars of marketing concept.



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8. What is the focal point of all decision-making in the organisation pursuing marketing concept?



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9. According to which concept of marketing, availability and affordability of the product are considered to be the key to the success of the firm?

A. Production concept

B. Product concept

C. Sales concept

D. Marketing concept.

Answer:



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10. Which concept to attracting and persuading customers to buy the products?

A. Production concept

B. Product concept

C. Sales concept

D. Marketing concept.

Answer:



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11. Which concept of marketing suggests that organisation should earn profit through customer satisfaction and social welfare?



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12. Name the term used to describe the combination of variables chosen by a firm to prepare its market offering.



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13. Why is 'price' an important factor affecting the success or failure of a product in the market?



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14. What are the important decisions taken by a marketer in respect of pricing of products?



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15. What are the two major decision areas under 'Physical distribution' function of marketings?



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16. What is meant by 'generic name' of a product ?

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17. What is 'Brand mark'? Give an example.

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18. What is meant by trademark?

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19. State whether the following statement is true or false: Packaging serves as a promotional tool.



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20. At which level of packaging, the immediate container is referred to ?



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21. A tube of shaving cream usually comes in a cardboard box. This is an example of _____

. Itbtgt (a) Primary packaging

(b) Secondary packaging

(c) Transportation packaging



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22. Enumerate the pricing objectives of a firm.



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23. Puma, a shoe making company sells its products through its own website. This method of selling comes under which level of distribution?

A. Zero level channel

B. One level channel

C. Two level channel

D. Three level channel

Answer:



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24. What is meant by direct channel or zero level?



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25. For most consumer goods like soaps, oils, clothes, rice, sugar, pulses, etc. which type of channel of distribution is the most suitable?

A. Direct channel

B. One level channel

C. Two level channel

D. Three level channel

Answer:



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26. Enumerate any two methods of direct selling.



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27. Identify the method of sales promotion in the following cases:

A. A customer gets Rs. 5 off on return of an empty wrapper while making a new purchase of the same product.

B. Scratch a card and get a gold coin with the purchase of a cold drink.

C. A Hotel's offer of "Take a 2 Nights 3 Days Package at the Hotel and Get an Extra

Night Stay at Just 500."

D. Purchase goods worth Rs. 50,000 and get a holiday package worth Rs. 10,000 free.

Answer:



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28. "Automobiles Ltd. Offered to sell their new bike at about Rs. 4,000 less than the usual

price" is an example of one of the techniques of sales promotion. Name the technique.



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29. BOGOF (Buy one get one free) is an example of one of the techniques of promotion mix. Name the technique.



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30. Identify the techniques of sales promotion:

(i) Up to 50% off on shirts and T-shirts.

(ii) Discount voucher to get 20% off for a meal of Rs. 500.



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11 1 Hots

1. Radhika was a student of Business Studies of Class XII. Her father was a farmer who grew

different varieties of rice and was well-versed about various aspects of rice cultivation. He was also selected by the government for a pilot-project on rice cultivation. As a project-work in Business Studies she decided to study the feasibility of marketing good quality rice at a reasonable price. Her father suggested her to use internet to gather customers' views and opinions. She found that was a huge demand for packaged organic rice. She knew that there were no pre-determined specification 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 it into three different varieties namely-Popular, Classic and Supreme, based on the quality. She felt that these names would help her in product differentiation.

Explain the three functions of marketing refernce to the above paragraph.



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2. 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 meetings, Ginika drew the attention of Tanish and Rohit towards the exploitation 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 enough unless they were adequately convinced and motivated for the same. Rohit stressed that a company cannot achieve its objective without understanding 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 to them by the society. He further stated that he himself was taking into

consideration the needs of the customers.

Identify the various types of thinking that guided Ginika, Tanish and Rohit in the marketing efforts of their business. Also, state one more feature of the various types of thinking identified that is not given in the above para.



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3. Sindhu Ayurved Ltd , a new and leading manufacturer of herbal and ayurvedic

medicines and grocery products has captured a large share of the market in a short span of time. The Research and Development (R & D) department of the company spends considerable time and effort in developing eco-friendly, chemical free and healthy alternatives for a variety of products of daily use, like toothpaste, biscuits, noodles, soaps, shampoos and detergents etc. Their business orientation differs from competitors who are short sighted and serve only consumer's needs. Instead Sindhu Ayurved Ltd. considers larger issue of long term social welfare,

paying attention to social, ethical and ecological aspects of marketing.

Identify and explain the marketing management philosophy adopted by Sindhu Aurved Ltd.



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4. The process of marketing involves creating a market offering and to satisfy and wants of the present and potential buyers. The real question is how to create a market offering.

Suppose, after gathering and analysing market information, a profitable business opportunity is seen by some firm in the field of producing soft drinks. To develop and market a new brand of soft drinks, the firm takes a number of important decisions, for example whether to go for any collaboration with a foreign manufacturer of the new product so that it is attractive to the target customers, whether the drink will be packed in glass bottles or plastic cans, what will be the name (brand name) of the drinks, at what price it will be sold (at par with the price at which other

competitive brands are sold or below it or above it), and so on.

(a) Identify and explain the two features of marketing discussed above.

(b) Identify and explain any functions of marketing discussed above.



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11 1 Test Your Understanding

1. Identify the Marketing Management philosophy adopted in the following cases:

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

(ii) Nisha, a school bag manufacturer decided to improve the product for profit maximisation and thus added a waterbottle holder to the existing design.

(iii) Jasdeep, a dealer in school uniforms,

decided to maximise his profit by using different aggressive promotional efforts.

(iv) Amar is engaged in manufacturing of refrigerators. He surveyed the market and found that customers need a refrigerator with a separate provision of water cooler in it. He decided to launch the same refrigerator in the market.



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2. Beauty Products Ltd' is a natural and ethical beauty brand famous for offering organic beauty products for men and women. The company uses plant based material 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'.



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3. Radhika Ltd. Manufacturing refrigerators takes all the marketing decisions from the point of view of the customers. The market research reveals that the customers want features like double door in the refrigerators and a separate provision for water cooler in it. The company not only started producing refrigerators with these features but also priced it at a level which the customers are willing to pay. Consequently, the sales of the firm doubled in a month.

Identify the marketing management philosophy followed by Radhika Ltd.



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4. Ruchi is General Manager of a sompany producing toys. She believes in product concept of marketing.

What will be her marketing strategy?



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1. 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 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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2. 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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3. Ashima purchased a bottle of tomato- sauce from the local grocery shop. The information provided on the bottle was not clear. She fell sick on consuming it. She filed 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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4. 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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5. 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 offering after-sales services.

Identify the element of marketing-mix discussed here.



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6. Mediquip Ltd. is a company dealing in distribution of medical equipments. The company recently imported 1500 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 additional 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.

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



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7. Creckers Ltd. , a fire craker manufacturing company launched some new products on eve of Diwali which attracted many buyers. To meet the increased demand , the company employed children from nearby villages. Although the product was in great demand, appropriate safety warnings for use were not mentify and expalin the mportant product related decision that was not taken into consideration by the company.



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8. 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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9. After acquiring the necessary knowledge and skills on starting an Aloe vera Farm, Ashok

wanted to be the leading manufacturer of Alovera products 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 methods and practices that were economically viable, enviromentally sound and at the same time protecting public health.

Ashok's main consideration was about the amount of money paid by the consumers in consideration of the purchase of Alovera products. He also thought that competitors prices and their anticipated reactions must

also be considered for this.

After gathering and analysing information and doing correct marketing planning, he came to know that the consumers compare the value of a product to the value of money which they are required to pay. The consumers 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 relates 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 concept so identified.



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10. Your company has set up a coconut hair oil factory in Chandni chowk, Delhi - 110006, with a production capacity of 10, 000 bottles of 100 millilitres per day. The company plans to

market the hair oil with the brand name 'kesh kala'. Design a label for the hair oil bottles.



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11 2 Test Your Understanding

1. 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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2. "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, Summet, 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 for fresh 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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3. If the company has enough funds and the management also wants to have greater control on the channel members, which channel of distribution should the company adopt? Give reason in support of your answer.



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4. My Bakery', a biscuit manufacturing company, launched biscuits with different flavours based on quality and features like 'Crunchy biscuits', 'Sweet potato', 'Coffee Jolly ' etc. The labels on the package of the biscuits are with pictures and different colours indicating and specifying the flavours of the biscuits and their contents.

Identify the two functions of labelling discussed above.



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1. Malaysian budget airline group Sky Europe announced discounted fares, starting as low as Rs.1,099 for domestic destinations operated by its Indian Joint Venture carrier and Rs. 2,099 for international flights operated by other group airlines under a limited period offer.

A. Identify the medium of communication which can be used by the firm to inform a large number of people about the new fares.

B. Also, state any two merits of the

communication tool, apart from the one discussed above.



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2. Bye-Bye Motors recently informed the media about its aim to train up to 4,000 people in the next 3 years in the skills associated with automobile industry as part of its program to provide technical and vocational education for unemployed youth. The firm has already started the program in collaboration with

Automobile Skill Development Council. This news in the media has helped the firm in promoting its image in the eyes of the public and consumer activist groups.

A. Why is it important for the company to satisfy the public and the consumer activist groups. Give reasons.

B. Which departments in the firm can be given the responsibility to disseminate information and build goodwill of the firm?



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3. Various tools of communication are used by the marketers to promote their products.

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

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

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

(i) To promote or protect a company's image or its individual products.

(ii) An existing product meant for mass usage by literate people.

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

(iv) To attract attention of the people by using incentives.



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4. Coconut Joy Ltd,' are the manufacturer of vegetarian frozen dessert food products made with coconut milk, agave syrup 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 sustainable food, that appreciated the product.

It did not take long for Lovely and Lalita to recognise the potential of their little venture. In the beginning they started from their home with the product being sold through local family parties that enabled 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 at 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 involved all of them to raise funds for a few local NGOs. 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 communication tool used by 'Coconut Joy Ltd.'

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



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5. Sara was pursuing her graduation. Everyday she saw her mother working tirelessly at home after coming back from her work-place. She decided to start a tiffin service to increase her family income. To begin with she started supplying tiffin only in the neighbourhood. Everyday she detailed out the menu after consulting her mother. For informing the people about her service she designed a beautiful informative pamphlet, got it printed

and started distributing it through the daily newspapers. She also appointed two delivery boys to deliver tiffins. The business was slow to begin with but picked-up well afterwards. She was able to earn a profit of 20% of the revenue in the first month.

(a) Identify the promotional tool used by Sara to communicate to the customers about her tiffin service.

(b) State any three roles of the promotional tool identified in (a) above in marketing of goods and services.

11 3 Test Your Understanding

1. Identify the method of sales promotion in the following cases:

(i) A mobile company offers a discount of Rs. 1,000 to clear off excess inventory.

(ii) A customer gets Rs. 5 off on return of an empty wrapper while making a new purchase of the same product.

(iii) A Company offers pack of $\frac{1}{2}$ kg of sugar

with the purchase of a 5 kg bag of wheat flour.

(iv) A company offers 40% of extra shaving cream in a pack of 500 gms.

(v) Scratch a card and get a gold coin with the purchase of a cold drink.

(vi) Purchase goods worth Rs. 50,000 and get a holiday package with worth Rs. 10,000 free.



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2. A salesman approaches you to promote the sales of a water purifier. Which communication

tool is the marketer using by sending a salesman at your doorstep?



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3. A company was marketing 'water purifiers' which were very popular due to their quality and after sales services 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 steeply. 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 favourable image in the eyes of the public. As a result the goodwill of the company improved in the society.

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

improve its image.

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



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4. The manager of Impact Enterprise, dealing in cosmetics, is facing the problem of poor sales. Suggest the four promotional measures that he can undertake to improve the sales. Also, name the factors affecting their choice.



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5. Sunita took her niece, Aishwarya for shopping to 'Benetto ' 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 Identify the technique of sales promotion used by the company in the above situation.



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6. The organisation has to deal with government officials and different ministers in charge of corporate affairs, industry, finance with respect to policies relating to business and the economy. The government also seeks to maintain a healthy relationship with associations of commerce and industry and solicits the opinion of major stakeholders while formulating industrial, telecom, taxation policies, etc. The public relations department then has to be really proactive in promoting or decoding or decoding regulations that

affect them. Identify the function of the public relations department highlighted above.



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Brain Teaser

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. Shreemaya Hotel in Indore was facing a 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 Marketing Manager, Mr. Kapoor for his advice. He suggested , that the hotel should announce an offer of '3 Days and 2

Nights hotel stay' package with free breakfast and one day religious visit to Omkarehswr and Mahakaleshwar Temples'. The MD liked the suggestion very much. Identify the promotional too, which can be used by the hotel, through which large number, informed and persuaded to use the imcentive.



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3. Time Line' watch manufacturing company is a renowned company marketing wateches. 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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4. 'Buy one get one free' is printed on the label of the package of a mosquito repellent.

State the labelling function being performed by this statement.



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5. 'You don't close a sale, you open a relationship, if you want to build a long term successful enterprise.' Identify the communication tool used by the marketer.





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6. " If you're trying to persuade people to do something, or buy something, it seems to me you should use their language, the language in which they think." Identify the communication tool used by the marketer.



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7. Most people think 'selling' is the same as 'talking'. But the most effective salespeople

know that listening is the most important part of their job.' Identify the communication tool used by the marketer.



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Self Evaluation Test 1

1. Radha found a worm crawling out of newly opened tetra pack of a 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 centre. 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 batch 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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2. Explain any two functions of marketing that are performed before goods actually produced.



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3. 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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4. Identify the technique of sales promotion used by the company in the following cases:

(a) Purchase goods worth Rs. 90,000 and get a holiday package of Rs. 10,000 free.

(b) A company offers 40% of extra glucose in a pack of 1 kg.

(c) A company offers a discount of Rs. 2,000 to clear off excess inventory.

(d) A company offers a pack of 1 kg of tea with a purchase of 5kgs of sugar.

(e) On return of the wrapper, a customer gets Rs. 5 off on purchase of the same product.



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5. Expenditure on advertising is a social waste.'

Do you agree? Discuss.



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6. Energy drinks India Ltd.' have scanned a profitable opportunity for marketing of soft drinks with 'Indian Traditional flavour.' The company wants to market its products in India and in neighbouring countries. A Board meeting of the company was held on

15.2.2019 where in the marketing manager was asked to give a presentation to develop this market offering. For this, it was also decided to set-up its manufacturing unit in a village of Bihar. This will not only help in the development of the village but will also provide employment to the youth of that village. The marketing manager chooses a combination of variables to prepare its market offering. He used a set of marketing tools that the firm would use to pursue its marketing objective in the target market.

(a) Name and state the concept of marketing

used by the marketing manager for creating its market offering.

(b) Also, explain briefly, the various elements of this concept.



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7. 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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Self Evaluation Test 2

1. Kumar Ltd. decided to produce a liquid a soap for cleaning the utensils under brand name 'SHINE'. State three characteristics which are being fulfilled by the brand decided by this brand name.



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2. What are the factors affecting determination of the price of a product or service? Explain any four.



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3. "Advertising costs are passed on to the consumers in the form of high price" and "Some advertisements are in bad taste." Do you agree? Give reasons.



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4. R & T Reality, the property development arm of the construction and engineering giant R & T in a recent report to the media shared that it is betting on bigger and better projects providing greater benefits to the customers, lower prices and faster execution to boost its growth. The spokesperson of the company informed the media that besides the innovative features, quality and brand, the fair pricing followed by the company is also a hit with the buyers. He said that the company is

also focusing on accurate, speedy and timely delivery. Proper communication with the market was being maintained through advertising. Even dealers were to be offered incentives to boost the sales.

The above para describes the combination of variables used by R&T Realty to prepare its market offering.

Identify and explain briefly the variables.



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5. Garima Ltd.' manufacturer of car engines achieves a break through by developing a car engine which runs on water. This development is effectively communicated by the company to its dealers and prospective customers. Because of this break through the image of the company has gone up. The compnay has also setup a department that advises its up top management to adopt such programers which will add to its public image. Name and state the term that is used for this activity.

Also explain how does this activity help in achieving the marketing objectives of a firm.



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6. Differentiate between 'Marketing and selling on any five basis.



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7. You have an advertising agency. A manufacturer of consumer products like soap,

toothpaste, etc. has come to you to seek advice in regard to promotion of his products. Convince him how advertising can assist in giving boost to the sales of his products.



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8. An important task in the marketing of a goods relates to designing the label as it provides useful and detailed information about the product.' In the light of the above statement, draw a label for a packet of 'juice'

and highlight the important information to be provided on it.



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

Raman believes in producing products at a large scale, thereby decreasing the average cost of the products and selling it at a

reasonable price.

Joginder focuses on providing best quality products because 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 most important aspect of business is sales and so he undertakes aggressive selling and promotional effort.

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

Shreys feels that her firm has a responsibility

towards the society as well. So she provides customer satisfaction along with using techniques which are environmental friendly.

Identify and explain the marketing concepts followed by each of them.



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