



# **BUSINESS STUDIES**

## **BOOKS - ARIHANT BUSINESS STUDIES (HINGLISH)**

### **MARKETING MANAGEMENT**

#### **Check Point 1**

1. What does the traditional viewpoint of marketing state ?



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**2. Define market offering.**



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**3. Give the different classification of markets.**



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4. What does the marketing management process involve ?



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## Check Point 2

1. What is the purpose of standardisation ?



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2. Why is grading necessary ?



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3. What is a label ?



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4. Define transportation.



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## Check Point 3

1. Which variables make marketing tools ?



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2. What benefits are provided by a product ?



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3. List two features of services.





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4. What is derived demand for products?



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5. Define leasing and lease rental.



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**Check Point 4**

1. List the components of Price Mix.



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2. What are the constituents of cost ?



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3. What are the various objectives of a marketer ?



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4. For which products, one level channel of distribution is used ?



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## Check Point 5

1. What constitutes Promotion Mix?



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2. How is advertising an impersonal form of communication ?



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3. Why does personal selling involve minimum wastage ?



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4. State two ways in which personal selling benefits the society.



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## Check Point 6

1. How is rebate different from discount ?



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2. Differentiate between product combination and quantity gift.



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3. How can contests be organised ?



**View Text Solution**

4. Define lobbying.



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## Very Short Answer

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?



**View Text Solution**

4. List the characteristics of convenience products.



**View Text Solution**

5. Enlist the advantages of packaging of a consumer product.



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



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7. List five shopping products purchased by you and your family during the last few months.



**View Text Solution**

8. What do you mean by marketing ?



**View Text Solution**

9. Who is marketer ?



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**10.** Who is customer ?



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**11.** Define the term market in modern sense.



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**12.** Define the term market in traditional sense.





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**13.** State the basis of marketing.



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**14.** State any two features of marketing.



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**15.** What is a market offering ?



[View Text Solution](#)

**16.** State any two examples of services that can be marketed.



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**17.** Why is marketing called a social process ?



[View Text Solution](#)

**18.** What is marketing management ?



**View Text Solution**

**19.** What is the focal point of marketing management ?



**View Text Solution**

**20.** State different concepts or philosophies of marketing management.



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21. Which concept of marketing suggests that the organisation should earn profit through large scale production ?



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22. Prima', a domestic appliance manufacturer is a gaint in its field. It could achieve this by taking advantage of huge and inexpensive

labour pool.

It has achieved production efficiency and thus could lower the costs. It focuses on mass production. which marketing philosophy is 'Prima' using ?



**Watch Video Solution**

**23.** What is the main aim of product concept of marketing ?



**View Text Solution**

24. Why is the understanding of 'Marketing Philosophies' important ?



**View Text Solution**

25. What is the role of marketing in the economy ?



**View Text Solution**

**26.** Give an example of grading of a product, with which you are familiar.



**View Text Solution**

**27.** Why is gathering and analysing market information necessary ?



**View Text Solution**

**28.** What impact does a good design have on the product ?



**View Text Solution**

**29.** List the decisions involved in the physical distribution of a product.



**View Text Solution**



**30.** Proper and Gamble (India) has many products such as Vicks (health care), Airtel and Tied (fabric care), pamper (baby care). While LG and Samsung use the same name for all the products be it TVs, refrigerators, washing machines. They are all solid in the name of LG or Samsung.

These decision, whether to sell under different names or single name, forms an important area of marketing function. Identify it.



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**31.** What do you mean by brand ?



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**32.** What is 'brand name' ?



**View Text Solution**

**33.** What is 'brand mark' ?



**View Text Solution**

**34.** What is 'trademark' ?



**View Text Solution**

**35.** What is meant by packaging ?



**View Text Solution**

**36.** Give two examples of convenience products.



**View Text Solution**

**37.** A dealer wants to send some gift times of glassware from Mumbai to Lucknow. Which type of packging is needed here ?



**View Text Solution**

**38.** What is meant by industrial product ?



**View Text Solution**

**39.** Name the three types of benefits a customer may seek to satisfy from the purchase of a product. Name it.



**View Text Solution**

**40.** State the elements of marketing mix.



**View Text Solution**

**41.** How can one product be distinguished from another ?



**View Text Solution**

**42.** Does packaging act as a silent salesman ?



**View Text Solution**

**43.** What is the advantage of registering 'trademark'?



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**44.** Given an example, how does labelling provide information required by law.



[View Text Solution](#)

**45.** What is meant by price mix ?



[View Text Solution](#)

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



**View Text Solution**

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



**View Text Solution**



**48.** What is meant by place mix ?



**View Text Solution**

**49.** Mention the three levels of indirect channels.



**View Text Solution**

**50.** Mention a company characteristic that affects the choice of determining channels of

distribution.



**View Text Solution**

51. What does allocation as a function of intermediaries involve ?



**View Text Solution**

52. What does a good inventory decision aim at ?



**View Text Solution**

**53.** How does elasticity of demand affect price level ?



**View Text Solution**

**54.** State two commodities considered as essential commodities for price fixation by the government.



**View Text Solution**

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



**View Text Solution**

**56.** How can you say that advertising is consumer oriented ?



**View Text Solution**

**57.** Advertising is an economical mode of communication. Do you agree?



**View Text Solution**

**58.** Is advertising a 'dialogue'?



**View Text Solution**

**59.** State some of the criticisms against advertising.



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**60.** State two demerits of advertising.



[View Text Solution](#)

**61.** What is the cause of low effectiveness in advertising ?



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**62.** How is advertising a non-personal presentation?



**View Text Solution**

**63.** What is meant by promotion mix?



**View Text Solution**

**64.** Define 'personal selling'?



**View Text Solution**

**65.** Write two features of personal selling ?



**View Text Solution**

**66.** Given an importance of personal selling.



**View Text Solution**

**67.** What is meant by 'sales promotion '?



**View Text Solution**



**68.** Sales promotion' reflects crisis. Clarify.



**View Text Solution**

**69.** Introducing a scheme of 50 % + 40 % off by the TQS is the example of which sales promotion technique ?



**View Text Solution**

**70.** Give a brief note as to why maintaining public relation is necessary.



**View Text Solution**

**71.** State some tools or techniques, by which you can create public relations.



**View Text Solution**

**72.** State three techniques of sales promotion



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**73.** Give two merits of sales promotion.



[View Text Solution](#)

**74.** State one limitation of sales promotion.



[View Text Solution](#)

**75.** Sales promotion is helpful in new product launch. How ?



**View Text Solution**

**76.** What is the persona who maintain public relations called ?



**View Text Solution**

77. State one example of exchange of goods where buyer is a marketer.



**View Text Solution**

78. What are the uncontrollable factors affecting marketing decisions called ? Give two examples.



**View Text Solution**

**79.** List the characteristics of convenience products.



**View Text Solution**

**80.** Where should warehouse for a agricultural goods be located ?



**View Text Solution**

**81.** How advertising creates confidence amongst prospective buyers ?



**View Text Solution**

**82.** What is meant by personal selling ?



**View Text Solution**

**83.** How does marketing manager deal with the situation of irregular demand ?



[View Text Solution](#)

**84.** How is marketing relevant to non-profit organisations?



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**85.** Pepsi offers '5rs to the customer on return of empty bottle'. Identify and discuss in brief the technique used by Pepsi.



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**86.** Distinguish between 'selling concepts' and 'marketing concept' of marketing management philosophies on the basis of main focus.



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**87.** More and more companies are using interactive sites to gather customer views and opinions before taking important decision. 'Sunonews', a news channel infacts seek viewer's choice through SMS.

They give four news story option. On the basis of the maximum votes on the news story, they telecast that news story on their prime time. Identify the function of marketing followed here.



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**88.** Bhuvan is very particular to get his hair cut from ABC saloon of South Delhi. Which type of product is it?



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**89.** Sunita was suffering from hair loss problem. She wanted a hair oil which would help her with this problem.

She went to a departmental store and picked up Sun's 'Hair grow' oil with a tagline 'Bhulo balon ka Girna'.

Then she read the price, read the instructions for use, its expiry date and other details.

(i) Identify the elements of product mix performed by oil selling company.

(ii) How this element helped the consumer.



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



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**91.** Firm 'Ragys' making Desi ghee was set up by Mihir, with an investment of 275 crore. Now his task is to communicate about his product to the consumer. He first wants to market his

product in his own state, i.e. Uttar Pradesh.

(i) Identify the decision area of marketing, regarding which Mihir is thinking about.

(ii) Give any two ways in which he can inform the customers and persuade them to buy his products.



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**92.** 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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**93.** When Suman opened the door on hearing the doorbell, a person was standing who was selling Britannica 'Encyclopaedia'. He was also offering- that on buying one 'World Encyclopaedia' you will get 'Animal

encyclopaedia' free. Brittanica is using which element of promotion mix.



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**94.** Which tool of communication is used to give face to face information to customer about the product ?



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**95.** 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 500*rs* 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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**96.** A gift of trolley with the purchase of inverter of Okaya Company is an example of which sales promotion technique ?



**Watch Video Solution**

**97.** Exchange is the essence of marketing'.  
Comment.



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**98.** They don't sell, but they induce customers to make sales'. Identify the concept stated in the statement.



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



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## Short Answer

1. What is marketing ? What functions does it perform in the process of exchange of goods and services ? Explain .



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



**View Text Solution**

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



**View Text Solution**

4. What are industrial products ? How are they different from consumer products ? Explain.



**View Text Solution**

5. Distinguish between convenience and shopping products.



**View Text Solution**

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



**View Text Solution**

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



**View Text Solution**

8. Explain any three functions of labelling.



**View Text Solution**

9. The main goal of label is to draw consumer attention and spreading company's name with

logo'. In the light of this statement, state the advantages of labelling.



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



**View Text Solution**

**11.** Explain the factors determining choice of channels of distribution



**View Text Solution**

**12.** Explain briefly the components of physical distribution.



**View Text Solution**



**13.** Define advertising. What are its main features ? Explain.



**View Text Solution**

**14.** Discuss the role of sales promotion as an element of promotion mix.

or

Discuss in brief sales promotion with the help of a suitable example.



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**15.** How does marketing help a firm to build its product image in the market ?



**View Text Solution**

**16.** How does 'marketing' help in satisfying wants of people ?



**View Text Solution**

17. What is meant by selling concept of marketing?



**View Text Solution**

18. What is meant by product concept of marketing?



**View Text Solution**

**19.** Outline the objectives of marketing management.



**View Text Solution**

**20.** State the pillars, on which marketing concept is based.



**View Text Solution**

**21.** Describe standardisation and grading as marketing functions.



**View Text Solution**

**22.** Explain the following functions of marketing

(i) Market planning.

(ii) Product designing and development.



**View Text Solution**

**23.** Explain the following functions of marketing

(i) Gathering and analysing market information

(ii) Customer support services



**View Text Solution**

**24.** Explain the role of marketing in a firm.



**View Text Solution**

**25.** Though branding adds to the cost, it provides several advantages to the consumers'. In the light of the statement, state any three advantages of branding to customers.



**View Text Solution**

**26.** What are the benefits of market research ?



**View Text Solution**

**27.** Explain the purpose of 'customer support services' provided for customer satisfaction.



**View Text Solution**

**28.** Discuss in brief the concept of marketing mix.



**View Text Solution**



**29.** Discuss the main components of marketing mix.



**View Text Solution**

**30.** Discuss in brief the 4 Ps of marketing mix.



**View Text Solution**

**31.** What is product mix ? State the salient features of product to be considered under

product mix.



**View Text Solution**

**32.** Explain various types of products.



**View Text Solution**

**33.** Explain the features of services.



**View Text Solution**

**34.** Product may be classified into two categories 'consumer products' and 'industrial products'. Explain three major categories of industrial products.



**View Text Solution**

**35.** Explain any three merits of packaging.



**View Text Solution**

**36.** Define brand, brand name, brand mark and trademark.



**View Text Solution**

**37.** What is the purpose of a brand name ?



**View Text Solution**

**38.** What is meant by brand name ? State any five characteristics of a good brand name.



[View Text Solution](#)

**39.** Enumerate any four advantage of branding.



[View Text Solution](#)

**40.** State the disadvantages of labelling.



[View Text Solution](#)

**41.** What are the essentials of a good package ?



**View Text Solution**

**42.** What is the purpose of packaging a product?



**View Text Solution**

**43.** What is meant by 'indirect channels of distribution' ? Explain any two methods of indirect channels of distribution.



**View Text Solution**

**44.** What is the importance of price element of marketing mix ?



**View Text Solution**

**45.** Why is price so important in marketing ?



**View Text Solution**

**46.** Discuss in brief how do the below mentioned points influence price determination.

(i) Objective (ii) Cost

(iii) Competition (iv) Buying motives



**View Text Solution**



**47.** Which channel of distribution does Amul Parlours adopt ? Discuss in brief.



**View Text Solution**

**48.** List any four methods of direct distribution.



**View Text Solution**

**49.** Define 'place' in context of marketing mix.





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**50.** What factors determine inventory levels in an organisation ?



[View Text Solution](#)

**51.** Explain briefly any three factors to which the marketer should pay attention before fixing the price of a product.



[View Text Solution](#)

**52.** State two product-related and two market-related factors affecting choice of channels of distribution.



**View Text Solution**

**53.** Advertising involves non-personal contact with the consumer'. Comment.



**View Text Solution**

**54.** Discuss the features of personal selling.



**View Text Solution**

**55.** If you are selected as a sales man in XYZ Company, what qualities you should possess to become a good salesman?



**View Text Solution**

**56.** Discuss in brief any two merits and demerits of sales promotion.



**View Text Solution**

**57.** State the role/importance/purpose/objective of public relations.



**View Text Solution**

**58.** How does marketing manager react to a situation of reducing demand ?



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**59.** 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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**60.** 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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**61.** Marketing is more than selling'. Do you agree ?



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**62.** Distinguish between standardisation, branding and grading.



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**63.** Identify the type of products in the following cases and given one example of each type.

(i) Purchase of goods, in which buyers devote considerable time to compare quality, price and style.

(ii) Consumer products, which are purchased frequently, immediately and with least time and efforts.

(iii) Consumer goods having attained brand loyalty with some specific features because of which people make more efforts in their purchase.



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**64.** Consumer products are classified on different basis. 'durability of the product' is

one of them. Explain any three types of products in this category.



**View Text Solution**

**65.** Differentiate between the concept of  $packag \in g$  and  $labell \in g$ .



**View Text Solution**

**66.** Natural products has been used by Indians for ages. It was prepared manually by mixing

many ingredients and there was not a ready made solution.

Shahnaj Hussain saw the opportunity and made distinct categories of skin, body and hair care products and made them available in jars, dispensers, bottles and then also came up with sachets. This availability of innovative packages has led to the success of the company.

(i) Identify the element of product mix and the importance of the element discussed here.

(ii) Give one function performed by the element.



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**67.** Packaging refers to wrapping and crating the goods to protect them'. Discuss in brief.



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**68.** Advertising is often deceptive and misguides consumers'. Do you agree? Give reasons in support of your answer?



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**69.** Automobile Ltd offered to sell their new bike at about 3000*rs* less than the usual price, is an example of one of the techniques of sales promotion. Name the technique and explain two other techniques with examples.



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**70.** Advertisements stimulates competition in the market. Do you agree ? Give reason in support of your answer.



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**71.** Find wants and fill them', 'create products and sell them' are the two important concepts of marketing management. Identify them and differentiate between them, on three basis.



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**72.** Promotion is dual-oriented. How ?



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**73.** Anu and Manu are students of management, working on a project of marketing. While promoting a product, Anu emphasised on supplying information about the product, while Manu emphasised only on popularising it and persuading people to buy it. Which out of the two information or persuasion should be focussed upon ?



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**74.** Your company is launching products for every section of society. In this regard, how would 'public relation' help you in meeting your goals ?



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**75.** Which functions of marketing help to create 'time utility' and 'place utility' ? Explain .



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76. You are asked to draw a label for a company's product (chocolate). Mention what things will you keep in mind and furnish the information on the label of a product.



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**Long Answer**

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?



**View Text Solution**

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



**View Text Solution**

4. What is meant by marketing mix ? Explain its elements in brief ?



**View Text Solution**

5. Explain the elements of marketing mix.



**View Text Solution**

6. Explain four important components of marketing mix.



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



[View Text Solution](#)

8. What are the factors affecting determination of the price of a product of service. Explain.





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9. 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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10. Explain the major activities involved in physical distribution of goods.



[View Text Solution](#)

**11.** What does physical distribution mean ?

Explain four important decision areas in management of physical distribution.



**View Text Solution**

**12.** What are the components of physical distribution ? Explain.



**View Text Solution**

**13.** Expenditure on advertising is a social waste'. Do you agree ? Discuss.



**View Text Solution**

**14.** Distinguish between advertising and personal selling on any five basis.



**View Text Solution**



**15.** Advertising' and 'personal selling' both are communicating tools used by the marketers to promote their products yet they differ in their approaches. Differentiate between the two by giving any six differences.



**View Text Solution**

**16.** Mention/state the five philosophies, by which the marketing efforts be guided. Also differentiate between them on the following

basis.

(i) Starting point (ii) Means

(iii) Main focus (iv) Ends



**View Text Solution**

**17.** Explain briefly the various facilitating functions of marketing.



**View Text Solution**

**18.** The process of marketing involves marketing research, product designing and development, branding and pricing of product. Explain.



**View Text Solution**

**19.** Explain briefly the various marketing functions performed by a modern business enterprise.



**View Text Solution**

**20.** Explain the following functions of marketing.

(i) Product designing and development

(ii) Standardisation and grading

(iii) Customer support services

(iv) Pricing of products



**View Text Solution**

**21.** Explain the following function of marketing.

(i) Gathering and analysing market

information

(*ii*) Marketing planning

(*iii*) Customer support services

(*iv*) Physical distribution



**View Text Solution**

**22.** Products are classified on different basis.

Explain consumer goods in detail.



**View Text Solution**

**23.** What is packaging ? State its importance.



**View Text Solution**

**24.** What is meant by packaging ? State any four functions of packaging ?



**View Text Solution**

**25.** As a publisher, you have published a new book. How will you determine the price of this

book ?



**View Text Solution**

**26.** Explain any four factors, which affect the determination of the price of a product.



**View Text Solution**

**27.** Pricing of a product is an important and effective competitive weapon in marketing,

which depends upon various factors'. Explain any three such factors.



**View Text Solution**

**28.** Price of a product is influenced by many factors'. Explain any five factors influencing pricing.



**View Text Solution**



**29.** You are a toothpaste manufacturer and you have introduced a new brand toothpaste in the market. How will you determine the price of your product ? Explain by giving any three points.



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**30.** Name that element of marketing mix which affects the revenue and profits of a firm.

Explain any six factors which help in determining this element.



**View Text Solution**

**31.** What does 'channels of distribution' refer to ? What functions does it perform ?



**View Text Solution**

**32.** Name the element of marketing mix in which a set of firms create possession, place

and time utility ? Also explain any five important functions performed by this element.



**View Text Solution**

**33.** How do channels of distribution help the marketing process ?



**View Text Solution**

**34.** Identify and explain the promotional tool of marketing mix, which plays a persuasive, service and informational role thereby link a business firm to its customers. Also explain by giving any four reasons how this tool helps in increasing the sales of businessmen ?



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**35.** Mr Raju wants to buy a LCD for his family. When he visited Anand Electronics to make

the purchase, he got confused. Which promotional tool brought him to the shop and which promotional tool is required now ? Also, write four points of importance of the latter tool.



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**36.** Identify and explain the promotional tool of marketing mix, which involves oral presentation of message with one or more prospective customers for the purpose of

making sales. Also, explain any three benefits of this tool in the economic progress of the society.



**View Text Solution**

**37.** Discuss in brief the concept and elements of promotion mix.



**View Text Solution**

**38.** Explain the following sales promotion activities.

(i) Discount (ii) Product combination

(iii) Financing (ii) Lucky draw



**View Text Solution**

**39.** 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 compnay 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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**40.** Explain the role of 'public relations' in marketing management.



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**41.** Marketing is the central point of concern in the context of development of economy. Comment.



**View Text Solution**

**42.** Discuss the role of marketing in economic growth.



**View Text Solution**

**43.** Explain the factors that determine the choice of channels of distribution.



**View Text Solution**

**44.** Rama, the Marketing Manager of a reputed Watch Company, faces the problem of selecting the channel of distribution for the company's new expensive watch.

Which channel should she select ? Give two reasons in support of your answer and also discuss the factors which determine the choice of channel.



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**45.** Choice of an appropriate channel of distribution is a very important marketing decision, which depends on various factors'. Explain any three such factors.



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**46.** Maruti Udyog sells its cars and vans through company approved retailers and covers a wide area of market'. Identify the

channel adopted by Maruti and discuss in brief the other two channels also.



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**47.** What is advertising ? Explain briefly its advantages to manufacturers and customers.



**View Text Solution**

**48.** Advertising is a necessary evil'. Explain.



**View Text Solution**

**49.** What are the advantages of advertising?



**View Text Solution**

**50.** Money spent on advertising is not wasteful, but an investment'. Do you agree with this view ? Give reasons in support of your answer.



**View Text Solution**

51. Explain the role of 'advertising' in marketing management.



**View Text Solution**

52. Identify and explain the promotional tool of marketing-mix, which is an impersonal form of communication and is paid by the marketer. Also, explain its three merits and demerits.



**View Text Solution**

**53.** Explain the weakness of advertising as a tool of communication.



**View Text Solution**

**54.** After acquiring the necessary knowledge and skills on starting an Aloevera Farm, Ashok wanted to be the leading manufacturer of Aloevera 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 was more



than the supply. He was also keen to promote 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 consideration of the purchase of Aloe vera product. 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 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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## Application Based Questions

1. As marketing manager of a big hotel located at an important tourist destination, what social concerns would be faced by you and what steps would you plan to take care of these concerns ? Discuss



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2. Suppose you are the marketing vice president of an insurance company, planning to design a new mediclaim policy for senior citizens, what information would you like to collect to perform this task and how will you collect such information Discuss ?



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3. 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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4. What information is generally placed on the package of a food product ? Design a label for one of the food products of your choice.





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5. For buyers of consumer durable products, what 'customer care services' would you plan as a manager of a firm marketing new brand of motorcycle. Discuss.



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**Case Problem**

1. Identify the four market segments that Nokia plans to address as per the news report above.



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2. What is the basis of classification of the market used by the company ?



**View Text Solution**



3. What do you mean by reallignment of product portfolio ? Illustrate this from the case above.



**View Text Solution**

4. Identify the points that can be highlighted in marketing campaigns for each segment.



**View Text Solution**

5. What are the different considerations in the mind of consumers of each segment, while purchasing mobile phones as given in the above case ?



**View Text Solution**

## Multiple Choice Question

1. Which of the following functions of marketing helps in making product more

attractive and improving its performance ?

A. Marketing planning

B. Product designing and development

C. Branding

D. Promotion

**Answer: B**



**View Text Solution**

2. ....is the process of planning, organising, directing and controlling the activities relating to exchange of goods and services.

A. Marketing management

B. Sales management

C. Personnel management

D. Financial management

**Answer: A**



**View Text Solution**

3. Name the philosophy of marketing which is an extension of marketing concept.

- A. Product concept
- B. Societal marketing concept
- C. Production concept
- D. Selling concept

**Answer: B**



**View Text Solution**

4. Which of the following functions of marketing ?

A. Gathering and analysing market information

B. Marketing planning

C. Standardisation and grading

D. All of the above

**Answer: A**



**View Text Solution**

5. Marketing plays a very important role in the economy by

- A. raising living standard of the people
- B. ensuring smooth flow of goods through efficient distribution system
- C. accelerating economic activity
- D. All of the above

**Answer: B**



**View Text Solution**

6. ....refers to the important decisions related to the product such as quality, design, branding, product packaging, labelling, etc.

A. Marketing mix

B. Product mix

C. Promotion mix

D. Marketing

**Answer: B**



**View Text Solution**



7. Which of the following refers to that process of assigning a distinctive name or symbol to a product, by which it can be known, remembered and identified ?

A. Trademark

B. Product mix

C. Branding

D. Packaging

**Answer: C**



**Watch Video Solution**

**8. Which of the following does not come under the category of non-controllable factors ?**

- A. Rate of inflation
- B. Competition
- C. Packaging decision
- D. Credit policy of banks

**Answer: C**



9. Packing helps the marketers in

- A. raising standards of health and sanitation
- B. innovational opportunity
- C. product differentiation
- D. All of the above

**Answer: D**



**10.** Which of the following refers to the process of designing a small slip or complex graphics that are a part of package, which denotes its nature, content and usage ?

A. Branding

B. Packing

C. Labelling

D. None of these

**Answer: c**



[View Text Solution](#)

**11.** Which function of channels of distribution refers to the process of creating desired combinations of products of fulfil varied needs of customers such as cricket kit ?

A. Sorting

B. Accumulation

C. Allocation

D. Assorting

**Answer: D**



**View Text Solution**

**12.** If the management of a company, wants to exercise highest level of control over the distribution of its products, which of the following channels of distribution would be preferred by it ?

A. Zero level channel

B. One level channel

C. Two level channel

D. Three level channel

**Answer: A**



**Watch Video Solution**

**13.** Which of the following should not be performed by the channels of distribution of goods?

A. Sorting

B. Assorting

C. Quality improvement

D. Risk taking

**Answer: c**



**View Text Solution**

**14.** Samsung is a leading manufacturer of electronic goods across the globe. It is planning to introduce a high end smat TV in the asian markets and is anticipating



moderate demand for it. Based on these assumptions, it fixed the price of TC ○ \$1500 per TV. Which of the following factors affected the price of the TV ?

- A. Utility and demand
- B. Product cost
- C. Extent of competition in the market
- D. None of the above

**Answer: A**



**Watch Video Solution**

**15.** Which of the following statement is not correct ?

A. In zero level channel, goods are directly made available to consumers from manufacturers

B. In one level channel, goods are made available from manufacturers to retailers and then to customers

C. In two level channel, goods are made available from manufacturer to agent and then to retailers

D. None of the above

**Answer: d**



**View Text Solution**

**16.** Mr Raj wants to buy a LCD for his family. When he visited Anand Electronics to make the purchase, he got confused. Which

promotional tool brought him to the shop and which promotional tool is required now to remove his confusion ?

- A. Advertising, personal selling
- B. Personal selling, advertising
- C. Sales promotion, personal selling
- D. Public relations, advertising

**Answer: A**



**Watch Video Solution**

17. "Personal selling creates effective demand which results in increase in income, with increase in income, there will be more products and services, which in turn brings economic growth ". This statement signifies the importance of personal selling to

A. businessman

B. customers

C. society

D. None of the above

**Answer: C**



**Watch Video Solution**

**18.** When Suman opened the door on hearing the doorbell, a person was standing who was selling Britannia 'Encyclopedia'. He as also offering- that on buying one 'World Encyclopedia' you will get 'Animal encyclopedia' free. Britannia is using which element of promotion mix.

- A. Public relation
- B. Sales promotion
- C. Advertising
- D. Personal selling

**Answer: D**



**Watch Video Solution**

**19.** Abhinav Mehta, Marketing Manager of Roop Cosmetics, is facing the problem of poor

sales. What made of communciation he can adopt to target the large population ?

A. Newspaper

B. Television

C. Radio

D. All of the above

**Answer: D**



**Watch Video Solution**



**20.** A mobile company offers a discount of 1000*rs* to clear off inventory. Identify the method of sales promotion.

A. Refund

B. Rebate

C. Quantity gift

D. Discount

**Answer: b**



**View Text Solution**

21. ....refers to the offer the sale in return of payment in easy instalments without any interest charges theorem.

A. Full finance ○ 0 %

B. Sampling

C. Usable benefit

D. Quantity gift

**Answer:**



**View Text Solution**

22. If a manufacturer achieves a breakthrough by developing a car engine, which can run on both petrol and diesel, and this news is covered by television or radio or newspapers in the form of a news item. It would be termed as

- A. publicity
- B. advertising
- C. sales promotion
- D. personal selling

**Answer:**



**Watch Video Solution**

**23.** Maintaining good public relations help in achieving which of the following marketing objectives.

- A. Building awareness
- B. Building credibility
- C. Stimulates sales force
- D. All of the above

**Answer: d**



[View Text Solution](#)

**24.** A garment showroom wants to promote its sales. It has introduced a scheme of 50 % + 40 % off. It is an example of which sales promotion technique ?

- A. Discount
- B. Lucky draw
- C. Quantity gift
- D. Usable benefit

**Answer: c**



**View Text Solution**

**25.** A departmental store is adopting a sales promotion technique in which scratch cards are used. Name this technique.

A. Refunds

B. Instant draw and assigned gift

C. Quantity gift

D. Usable benefit

**Answer: b**



**View Text Solution**

## Case Studies

1. It is an undisputed fact that a company's survival does not depend upon its consumers alone, but a diverse set of stakeholders like the government, religious leaders, social activists, NGOs, media, etc. Hence, earning the satisfaction of these segments is also as

imperative as they add to the power of this brand by word of mouth. The social concern adds to the strength of the brand. Corporates that embraced the deepest social values, have been successful in building powerful brand, and , eventually, robust customer relationship. the area of corporate social justice fall under two broad categories. The issues such as the nutrition of children, child care, old-age homes, amelioration of hunger, offering aid to those affected by natural calamities, etc. needing instant attention with humanitarian perspective, comes under the first category.



The issues that contribute to making society a pleasant place to live in the long run, may be grouped under the second category. The issues which come under this category are health awareness and aid, education, environmental protection, women's employment and empowerment, preventing unjust discriminations (on the basis of caste, community, religion, ethnicity, race, and sex), eradication of poverty through employment, preservation of culture, values, and ethics, contribution to research, etc. Infosys Technologies, the leading software consulting

service provider, has been certified ISO 14001, complaint by Det Norske Veritas for its development centers in Pune, Chennai, Bangalore, Bhubaneshwar, Hyderabad, Mangalore, Mohali, and Mysore, for its 'Ozone Initiative'. Through this initiative, Infosys has committed for continual improvement. Procter and Gamble's (P & G) philosophy is that it should lead the industry in implementing a global environmental programme. P&G is one of the first companies in the world to actively study the influence of consumer products on the environment and introduce concentrated

products, recycled plastic bottles, and refill packages to the industry. The overall packaging per case has been reduced by an average of 27 % and a reduction of 37 % in air, waste and water emissions has been achieved consistently since 1990. P&G contributes to sustainable development and addresses environmental and social issues connected with its products and services.

Which process referred in the above case has been adopted by companies ?



**Watch Video Solution**

2. It is an undisputed fact that a company's survival does not depend upon its consumers alone, but a diverse set of stakeholders like the government, religious leaders, social activists, NGOs, media, etc. Hence, earning the satisfaction of these segments is also as imperative as they add to the power of this brand by word of mouth. The social concern adds to the strength of the brand. Corporates that embraced the deepest social values, have been successful in building powerful brand, and , eventually, robust customer relationship.

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contributes to sustainable development and addresses environmental and social issues connected with its products and services.

Explain the important features of marketing



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**3.** In china and India, booming middle classes and fast-rising disposable incomes have created a still-under-trapped consume culture. Let's not forget the lessons being learned about the brand-building, power of digital



connections and consumer co-creation. Since the advent of the internet, sites that offer social interaction and connectivity have been at the forefront of our digital revolution, reshaping the way consumers expect to interact with each other and, ultimately, with brands. Online tag-sale site e-Bay, for example was one of the first sites to teach us that you can trust people online as well as you might trust a friendly neighbour. That social interaction paved the way for Friendster and MySpace and You Tube, a social networking tool that, in the past year, has empowered

consumers to create their own content and post it to a global audience. Anyone who doubts the real market potential of such a platform only needs to check out October's biggest business headlines : Google purchased the site for \$1.65 billion. HSBC effort attempted a similar goal, to give consumers a forum for conversation. At [pointofview.com](http://pointofview.com), consumers in 76 countries can weigh in and give their opinions on subjects including cloning, fashion, wind farms and video games. Teenagers in Chinese cities surf the web for 5.1 hours a week, and the

online ad-market is booming-by more than 75 % annually for the past three years, according to Business Week, Mobile phones are among the most coveted pieces of technology. And 17.5 million bloggers (and their 75 million readers), many of whom fall within the coveted 18 – 25 age groups, are shaping consumer opinions in China with more intensity than they do in the US. The internet age has put advertisers and branding experts face to face with an empowered consumer. And those consumers are happy to listen to our messages, as long as we are

willing to listen to them.

Which marketing philosophy has been emphasised in the above case ?



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Which marketing philosophy emphasises development of society as well ?



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**5. Aims at Adding Production Non-carbonated Drinks** PepsiCo on Monday said it will launch new healthier products next year and focus on growth in emerging markets, a continuation of the strategy that helped the world's no.2 beverage company stay profitable ever as sales growth of its flagship soft drinks has slowed.



PepsiCo's new CEO Indra Nooyi, who took the reins on October 1, also said the company was on track to meet its annual target of volume and revenue growth in the mid-single digits and earnings per share growth in the low double digits. PepsiCo evolved from being known mostly for selling soda and salty snacks into a \$33 billion food company that has embraced the push into healthier options like Tropicana juice, Aquafina water and whole grain Quaker Oats Cereals. The company said that moving forward, its capital expenditure as a percentage of sales would increase, and that

most of the increased spending will go to expansion in developing and emerging markets and adding manufacturing capacity for Gatorade and other non-carbonated drinks.

What type of consumer products are produced by PepsiCo?



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What are the special features of such products ?



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## 7. Speed Post Leads the Race in Express Mail

Speed Post has emerged as a market leader in the express mail category with a 27.55 % volume share, a study commissioned by the Department of Post (DoP) and government of India shows. According to the study, almost 46.67 % crore articles were sent by express mail in 05 – 06. The study values the express mail industry alone (excluding logistics and cargo which account for almost 35 – 40 % of private firm's turnover) at around 1500rs

crore. In value terms, while Speed Post is the leader, Blue Dart is a close second with a 20 % market share, followed by DTDC with a 11.91 % share and First Flight with a 10.89 % share. "This has been possible because of our competitive pricing. We are offering the same services as other private couriers do, with the same efficiency but at half the rates", added Mr. Samuel. In fact, Speed Post claims that its volumes have increased by almost 30 – 40 % after the introduction of the One India One Rate scheme. Express companies are hopeful that the market is going to grow further with

the setting up of SEZs and greater economic activity in the country fuelled by the increasing throughput from the manufacturing sector.

Mention the type of product provided by Speed Post.



**Watch Video Solution**

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What are its main features ?



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9. Drug price watchdog National Pharmaceutical Pricing Authority (NPPA) has decided to invoke the 'public interest' clause in the drugs law more often to pressure companies to reduce prices of medicines that go up more than 20 % in a year. The pricing body has also decided to limit its communication with companies to just one reminder asking them to respond to the show-cause notice on why the drug should not be

recommended for price control, sources told ET. NPPA has now started scrutinising the fluctuations in the price-to-retailer of 48,600 formulation packs every month. Every month, two to three formulations are likely to get caught on an average. So far, NPPA has recommended 45 cases of alleged abnormal price increase to the chemicals Ministry for appropriate action, on which the ministry has sent notices to 11 companies asking them to reduce prices or face price control.

With reference to the above case, identify the element of marketing discussed.



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## **10. India to have Various of \$ store**

It's the cheap and cheerful concept that has worked all over the world. Now, its coming to your friendly neighbourhood mall but retail marketers are offering it with a weak or two. Though the concept, relatively neq to the Indian market, reatailers are trying to aggressively foray region's low-cost daily-use retail segment. Idea is to enable a customer buy a range of products its for or less than

99¢s. This being the template, retailers have introduced nations to suit their business models. The store range of largely food, healthcare and products. Home stores has gone a step further to introduce some interesting modifications to the basic idea of a dollar-and-dime store. " We believe that pricing all products at a flat 99¢s will be a rigid approach. We have introduced four different price slabs to make it more attractive and reach a broader customer profile. Homemaker's group has modified the idea even further by introducing bargain pricing on

its products with the help of a two-digit price band. So customers visiting the Homemakers shops band. So customers visiting the Homemakers shops will not only get products between 10*rs* and 99*rs*, they will also have more price positioning options.

Direct distribution is the shortest channel to reach the final consumer. Explain the other channels of distribution of products.



**Watch Video Solution**

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shops band. So customers visiting the Homemakers shops will not only get products between 10*rs* and 99*rs*, they will also have more price positioning options.

Also, explain few factors affecting this decision.



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## **12. Nothing Beats Word of Mouth in India**

Nothing sways an Indian buyer's choice more than a word of reassurance from the people

he knows. Now even high octane media blitz. A global online survey conducted by ACNielsen puts word of mouth communication and referencing as the biggest influence than conventional advertising on consumers in their buying decisions. In big ticket purchases like cars, mobile phones and home loans, the study says that almost 50 % of consumers in India rely on the references from their friends and relatives While making their decisions. The story is different in developed economies. Take the case of automobiles. In markets like the US, Canada and Japan more people are

influenced by conventional advertising by automobile companies, in developing markets like India, Malaysia and Thailand it's the neighbour or the colleague who tips the scales one way or the other. "In case of luxury goods, the psyche of Indians has always been different. Buying a car is a family decision, so it is only natural that all the members of the family will talk to the other users of a similar products, who they know", General Motors India director P Balendran said: "No wonder, large automakers in India spend as much on customer satisfaction as advertising, and

recognitions like the JD Power Customer Satisfaction awards taken so seriously."When the whole world is going crazy with Internet and mobile marketing, it is interesting that for Indians it's still conventional advertising and word of mouth campaigns that sways their choices. Unlike in the West, Indians come from a very closely-knit society where people get influenced by their peers, relatives and local celebrities. People are more than willing to accept a brand if it's endorsed by their favourite superstar or is recommended by their close associates, " AC Nielsen (south Asia)

ED Sarang Panchal says. " However, in markets like the US, previous experience with the products is the strongest influencer overall and particularly when it came to buying cars (49 % ), choosing a banks (46 % ), mobile phone (39 % ) and loans (35 % ). World of mouth is a priority while buying weight loss products and mobile phones."

Which element of Marketing Mix is discussed in the given case.



**Watch Video Solution**

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What are the various tools used in this process.



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## 14. Value AD

Governement Shining It's not the heavy weight in the FMCG sector which are ruiling the root as top advertisers on the tube, but suprisingly it's the governement departments and public sector units. Apart from Procter & Gamble, Bajaj Consumer Care, Joyco and Eicher Motors, the list of top advertisers across television and print is dominated by Sarkari outfits flaunting their new found passion for mass-media led

public communication. top Five ADvertisers on  
Television Ad Time (in '000 secods) Procter &  
Gamble Home Products 799 Central Excise  
Department 375 Wedt Bengal Information and  
Culture 275 Joyco India Ltd. 227 Bajaj  
Consumer Care Ltd. 165 Print Ad Volume  
(Col.com in '000) Sikkim/Royal Government of  
Bhutan 416 Ratan Ayurvedic Sansthan 388  
Government of Mizoram 251 Ministry of  
Petroleum and Natural Gas 209 Eicher Motors  
Ltd. 157.

With reference to the above case, explain the  
benefits of advertising to marketers.



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## 15. Value AD

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Petroleum and Natural Gas 209 Eicher Motors  
Ltd. 157.

Do you think advertising is objectionable ?

Give reasons.



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## 16. Celebrities' Influence on Brands' Performance

Example of ad campaigns featuring celebrities, which resulted in brand building and growth in volumes.

Cadbury's and Amitabh Bachchan : The commercial, a testimonial by Bachchan on a factory visit, was launched to rebuild the trust in the brand. Twelve weeks after the campaign was launched, the sales reached 99 per cent of

volumes prior to the worm crisis. Big B's presence helped the company to get media coverage that added to the campaign's impact.

Santro and Shah Rukh Khan : Shah Rukh was roped in Santro ad to strike an immediate bond with the consumers. Shah Rukh Khan is an unconventional superhero with a quirky acting style that matched the image of Santro.

Titan and Aamir Khan : Both are considered to be Indian icons and have made a mark internationally, the obsession with detail is common to both, as also a sense of style. the

Mangal Pandey look, which was

unconventional, made the advertisement stand out, along with the fact that Aamir is less exposed than the other celebrities.

Munch and Rani Mukherjee : The campaign for Munch was aired on TV roped Rani Mukherjee to give "a big brand feel ". The company got incredibly good result in recall and the ad was a big hit with kids. Rani was used as a consumer and not as a filmstar.

Sachin Tendulkar and Boost : Research indicated that the brand 's association with Sachin has consistently been successful in strengthening the brand's core values and



building brand stature. Kids look up to Sachin as a true hero, want to emulate everything that he does and can't seem to get enough of him.

While advertising is beneficial to marketers, it has certain limitations also. Discuss.



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**17.** Bharti Retail has introduced eight Wal-Mart private labels including these two='Great Value' and 'George'- in its supermarket chain

Easy day, to attract more consumers, with their international design and packaging and more importantly the value they represent. This is the first time that a Wal-Mart private label has been launched in stores, not owned by the retailer that grosses \$400 billion annually through 7800 stores in 16 countries. Wal-Mart has introduced these private labels in its cas-and-cary wholesale store, it recently launched in partnership with Bharti. This would mean, these private labels can find way to other retail stores as well. Private labels or store brands are those, owned and sold by

retailers in their stores typically at a lower prices, because of minimal marketing and advertising expenses. This also helps retailers keep a check on prices of the national brands or those owned by other manufactureres or suppliers, because of cheaper competition.

Bharti Retail gets 15 – 20 % of sales from private labels and hopes to raise it to 30 % in future. Introduction of more private labels may help Bharti follow its partner Wal-Mart's everyday low price philisophy. On average, Bharti stores offer 10 – 20 % lower prices on private labels, as against national brands.

What is the motto behind introducing private labels by WalMart ?



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**18.** Bharti Retail has introduced eight Wal-Mart private labels including these two='Great Value' and 'George'- in its supermarket chain Easy day, to attract more consumers, with their international design and packaging and more importantly the value they represent. This is the first time that a Wal-Mart private

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Why do you think labelling is important ?



**Watch Video Solution**

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everyday low price philosophy. On average, Bharti stores offer 10 – 20 % lower prices on private labels, as against national brands.

What is packaging ? Identify the level of packaging in the following.

(i) Great value 'Purified Water Bottle'.

(ii) Great value Shaving Cream'.

(iii) Great value 'Fully Cooked Chicken Nuggets'.



**Watch Video Solution**

20. The e-retailing form of market was something unheard to the Indian customer in 2007. Flipkart which has created a niche for itself in terms of market share, goodwill and popularity in the online market to threat because of its smooth operations. It started with an initial capital of 475 lakh it now aims for annual turnover of around 45000 crore.

Identify one three marketing functions performed by flipkart to reach this position.



**Watch Video Solution**

21. The e-retailing form of market was something unheard to the Indian customer in 2007. Flipkart which has created a niche for itself in terms of market share, goodwill and popularity in the online market to threat because of its smooth operations. It started with an initial capital of 4rs lakh it now aims for annual turnover of around 4500rs crore.

Identify any three sales promotion techniques used by flipkart to promote its sale.



**Watch Video Solution**

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Which other element of promotion mix is being used extensively By the company ?  
Explain its merits to the company.



**Watch Video Solution**

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Explain the type of distribution used by Flipkart.



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**24.** 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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**25.** A company was marketing 'Juicers' which were very popular due to their quality and after-sale-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 in the public was damaged. 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. As a result the goodwill of the company improved in the society.

Name and state the communication tool used by the marketer in the above case to improve its image.



**Watch Video Solution**

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Also explain role of the tool as identified in Part (1).



**Watch Video Solution**

**27.** Diksha Ltd. Was marketing dishwashers which were very popular due to their quality

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**Watch Video Solution**

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Also explain role of the tool as identified in part (i).



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**29.** Medi instruments Ltd. Is a company dealing in the distribution of medical instruments. The company recently imported 15000 units of sugar testing machines to test the sugar level 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, Sanjay, 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. Hitesh 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 the additional staff, as suggested by Sanjay.

Revansh, newly appointed Zonal Head of South Zone, suggested that since the size of the order was not large a detailed study of the factors determining the choice of channels of distribution was required before making the right choice.

Identified the factors influencing the choice of channels of distribution which were discussed in the meeting.



**Watch Video Solution**

**30.** Medi instruments Ltd. Is a company dealing in the distribution of medical instruments. The company recently imported 15000 units of sugar testing machines to test the sugar level 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.

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factors determining the choice of channels of distribution was required before making the right choice.

Also, explain briefly the other consideration to be taken care of in each factor identified in part (1).



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**Self Assessment**

1. Utility and demand is an important factor for determining price of a commodity. If the demand is elastic, price should be set a ..... level and if the demand is less elastic or inelastic price can be set at a ..... Level.

A. higher, lower

B. lower, higher

C. lower, minimum

D. minimum, lower

**Answer: b.**



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2. Which of the following statement is not correct ?

A. Marketing is same thing as shopping for goods and services

B. Marketing is equally relevant to non-profit organisations

C. Marketing management means management of the marketing functions

D. Selling is only a part of the process of marketing

**Answer: a.**



**View Text Solution**

3. Transportation helps in creating..... and warehousing helps in creating..... .

A. time utility, place utility

B. place utility, time utility



C. product utility, place utility

D. time utility, product utility

**Answer: a.**



**View Text Solution**

4. The focus of ..... Concept is 'attracting consumers' while the focus of ..... Concept is 'consumer's satisfaction'.

A. product, selling

B. selling, production

C. marketing, selling

D. selling, marketing

**Answer: d**



**View Text Solution**

5. As soon as Coca Cola reduced its selling price on  $2 < r$  to  $75rs$ , soon Pepsi followed with a price reduction in its selling price and

priced its 2 ltr per bottle at 74.50rs. Which factor of pricing is being discussed here ?

- A. The utility and demand
- B. Extent of competition in the market
- C. Marketing methods used
- D. Pricing objectives

**Answer:**



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6. Name any two companies, which use direct channel of distribution.



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7. List two product related factors that influence choice of channel of distribution.



**View Text Solution**

8. State of modern concept of marketing.



**View Text Solution**

**9. What is a trademark ?**



**View Text Solution**

**10. What do you mean by 'Public Relations'?**



**View Text Solution**

**11.** Identify the technique of promotion in which we get the direct feedback.



**View Text Solution**

**12.** State one merit and one demerit of advertising.



**View Text Solution**

**13.** State three essentials of exchange process.



**View Text Solution**

**14.** Why is packaging considered important in today's world ?



**View Text Solution**

**15.** Discuss in brief the marketing and selling concept.



**View Text Solution**

**16.** Explain the elements of marketing mix.



**View Text Solution**

**17.** Explain the role of marketing in an economy.



**View Text Solution**

**18.** How does banding help consumers ?



**View Text Solution**



**19.** Public Relations is helpful to determine public attitude'. Comment.



**View Text Solution**

**20.** Define place mix. Explain the components of place mix.



**View Text Solution**

**21.** What is labelling ? Explain the advantage of labelling.



**View Text Solution**

**22.** Advertising promotes the sale of inferior goods and confuses the buyers. Comment.



**View Text Solution**

**23.** Manav Automobiles Ltd offers their new bike at 4,000*rs* less than the usual price. Name the technique used by the firm. Also explain any other 3 techniques used by the firm to promote the sales.



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**24.** What factors would you keep in mind while deciding upon the channels of distribution for your product ?





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## Cbse Examinations Archive

1. Why is the understanding of 'Marketing 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. Why is marketing called a social process ?



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5. Distinguish between 'selling concepts' and 'marketing concept' of marketing management philosophies on the basis of main focus.



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6. State the meaning of 'product identification' function of packaging.



**View Text Solution**

7. Though branding adds to the cost, it provides several advantages to the consumers'. In the light of the statement, state any three advantages of branding to customers.



**View Text Solution**

8. Packaging has acquired great significance in the marketing of goods. In the light of this statement, state any three functions of packaging.



**View Text Solution**

9. 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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**10.** 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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**11.** Explain market planning, product designing and development as functions of marketing.



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**12.** Explain any three functions of marketing.



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**13.** Explain any two functions of marketing.



[View Text Solution](#)

**14.** Explain the following functions of marketing.

(i) Marketing planning.

(ii) Product designing and development.



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**15.** Explain the following functions of marketing.

(i) Gathering and analysing marketing information.

(ii) Customer support services.



**View Text Solution**

**16.** Explain the role of marketing in a firm.



**View Text Solution**

17. What is meant by product concept of marketing?



**View Text Solution**

18. What is meant by selling concept of marketing?



**View Text Solution**

**19.** After acquiring the necessary knowledge and skills on starting an Aloevera Farm, Ashok wanted to be the leading manufacturer of Aloevera 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, 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 consideration of the purchase of Aloe vera product. 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 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.



**Watch Video Solution**

**20.** Explain the following functions of marketing.

(i) Product designing and development

(ii) Standardisation and grading

(iii) Customer support services

(iv) Pricing of products



**View Text Solution**

**21.** Explain the following function of marketing

(i) Gathering and analysing market

information

(*ii*) Marketing planning

(*iii*) Customer support services

(*iv*) Physical distribution



**View Text Solution**

**22.** Explain the role of advertising marketing management.



**View Text Solution**

**23.** Explain any four factors, which affect the determination of the price of a product.



**View Text Solution**

**24.** Pricing of a product is an important and effective competitive weapon in marketing, which depends upon various factors'. Explain any three such factors.



**View Text Solution**

**25.** Price of product is influenced by many factors'. Explain any five factors influencing pricing.



**View Text Solution**

**26.** You are a toothpaste manufacturer and you have introduced a new brand toothpaste in the market. How will you determine the price of your product ? Explain by giving any three points.



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**27.** Name that element of marketing mix which affects the revenue and profits of a firm. Explain any six factors which help in determining this element.



**View Text Solution**

**28.** Consumer products are classified on different basis. 'Shopping efforts involved' is

one of them. Explain any three types of products in this category.



**View Text Solution**

**29.** Consumer products are classified on different basis. 'durability of the product' is one of them. Explain any three types of products in this category.



**View Text Solution**

**30.** What is meant by packaging ? State any four functions of packaging ?



**View Text Solution**

**31.** Give the meaning of 'price' as an element of 'marketing mix'. State any three factors which affect the price determination of a product.



**View Text Solution**



**32.** What is meant by labelling ? State any four functions of labelling.



**View Text Solution**

**33.** What is meant by brand name ? State any five characteristics of a good brand name.



**View Text Solution**

**34.** Define marketing and state any three functions of marketing.



**View Text Solution**

**35.** What is meant by marketing ? State any three functions of marketing.



**View Text Solution**

**36.** Define marketing management . State any three objectives of marketing management.



**View Text Solution**