

Chapter- 5

Concept of Market

1. Does the traditional concept focus that market means 'a place only' when was this concept prevalent?
2. 'Different markets for different commodities' were the distinct feature of which concept of the market?
3. The traditional concept of the market emphasizes two conditions. What are they?
4. Give three points of difference between the traditional market and the modern market?
5. E-Business has helped in extending the markets. How?
6. 'Market means people' is advocated by which concept of the market?
7. Discuss the role of e-business in promoting the business community.
8. What do you understand by the market environment? Discuss the components of the external environment of business at the micro-level.
9. Explain the term secondary forces. What is the external environment comprise of? Explain with suitable examples.
10. Give two differences between the micro and macro environment.
11. What is market research? Explain the important role of marketing research.
12. Discuss the marketing research process in detail.
13. Good marketing information should possess many characteristics. State any two which according to you are the most important.
14. Explain the various characteristics of good marketing information.
15. 'Market survey is a useless tool'. Do you agree with the statement? Should it be dispensed away with? Support your answer with reasons.
16. Give one major difference between market research and market survey.
17. A market survey is undertaken for a specific purpose. What is that purpose?
18. "Survey is a customized technique". Which methods are generally used for it? Throw some light on the importance and precautions of these techniques.
19. Discuss the steps involved in conducting the market survey.

20. Why does an entrepreneur select to follow a stability strategy?
21. When does a firm opt to pursue an expansion strategy?
22. Explain briefly the market expansion grid with the help of a diagram.
23. In 'market penetration strategy' an enterprise attempts to increase the sale of its current product in the current market by adopting certain approaches. Explain the various approaches briefly.
24. What is a market development strategy? How can a market development strategy be applied by the entrepreneur?
25. How can an entrepreneur enter a foreign market?
26. Difference between backward integration and forward integration.
27. Discuss the vertical integrative expansion in brief.
28. As per the market expansion grid, which strategy is followed when new products are introduced in current markets?
29. Define a diversification strategy? Explain the different types of diversification strategies.
30. Enlist any four characteristics of the business.
31. Manufacturing industries can further be classified into four industries. Name them.
32. Name the industry which is related to the reproduction and multiplication of certain species of animals and plants to earn profit from their sale.
33. What do you understand by commerce? Discuss the various functions of commerce.
34. Define the marketing mix.
35. Certain aspects of marketing are uncontrollable. Name any two such aspects.
36. 'Determination of price according to the paying capacity of customers', can be classified under which benefit of marketing?
37. State the benefits of the marketing mix.
38. Products can be classified on several bases. Give their classification.
39. Define the product mix. What dimensions of the product are to be considered by the entrepreneur herein?
40. Explain the various factors affecting the choice of the channel of distribution.
41. The promotion mix plays an important role in the marketing mix. Explain.

42. Discuss the different factors affecting the choice of the element of the promotion mix.
43. What is the pricing? What are the factors influencing pricing?
44. State the different methods used for pricing.
45. Discuss the factors affecting the marketing mix.
46. Sun and Rise limited has a disinfectant soap in the market by the name of 'sanitizer'. The company and its new advertisement propagate that washing hands two times after coming home by 'sanitize' reduces the risk of infection by 80%. It also distributes the soap, free of cost to people of the slum. What strategy is being followed by the sun and rise limited?
47. 'Family snacks' is a leading German company. It plans to invest \$ 200 million in India in the next two years. The company has adopted which method of going global?
48. Arvind, the manufacturer of footwear sells the same two different retailers, who then sell to the consumers. Name the channel and level of distribution involved.

