

## Chapter- 3

# Enterprise Marketing

1. Who, what, when, where, why, and how, it is well defined by which step of S.M.A.R.T. goal setting. How does it help?
2. What is meant by goal setting? Give some points for the importance of goal setting.
3. REX salon chain started in 2010 managed to keep the business going till 2013. The salons could build a good customer base and could cover the costs. The owner Mrs. Lily now thought of growing the business and tried to set new goals. She decided that she will be increasing marketing efforts and try to further sales growth to 20% in one year. The aim of profit would be to Rs 5 lakh per salon. What do you think is Lily able to set realistic goals for her business?
4. What is the marketing strategy? Explain the components of the marketing mix.
5. What is meant by product mix
6. What is branding? How is it useful?
7. What are the factors that affect branding?
8. Flip kart and e-trading business giant started operations with online selling of goods. People who wanted to buy at ease at any time. Through its quality service and timely delivery and return policy, it has crafted a position for itself. It has developed its logo very attractive. The brand value has increased a lot. What do you understand by the brand? What is a logo? Give any two functions that the logo serves.
9. What is labeling?
10. 'Pricing is a crucial activity for an entrepreneur'. Explain.
11. What is the skimming pricing method? What are its advantages and disadvantages?
12. What is the penetration pricing method and also list its advantages and disadvantages?
13. Distinguish between cost-plus pricing method and variable pricing method.
14. What kind of distribution would you adopt for consumer durable and perishable goods?
15. Explain briefly the different channels of distribution.

16. Explain the important factors affecting the choice of channels of distribution by the manufacturer.
17. What is a sales strategy? Explain the different types of sales strategy.
18. 'An effective sales strategy is important for a business'. Why?
19. What are the components of a successful sales strategy? Explain.
20. Differentiate between ATL and BTL.
21. Explain in short the various elements of the promotion mix.
22. What is advertising? State with reasons which mode of advertising you would adopt to sell 'Fast-moving consumer goods' in urban centers.
23. How does advertising help an enterprise? What are the rules for advertising?
24. 'Personal selling is a better method of sales promotion than advertisement'. How? Explain with the help of any three points.
25. As a young entrepreneur, you are investing in a bookstall. What kind of sales promotion techniques would you adopt? Explain in brief.
26. What is a sales promotion? State its objectives.
27. Negotiation is important for both buyers as well as sellers. Keeping the statement in mind, Explain the importance of negotiation.
28. What is negotiation? Explain the methods of negotiation.
29. What do you mean by CRM? Why CRM is essential for a business to explain?
30. Define employee relationship management. What are the various factors which help in employee management?
31. What do you understand by the term vendor management? Explain the steps involved in the process of vendor management.
32. 'Product quality, customer satisfaction, and company profitability are intimately connected'. Comment.
33. Give the impact of quality on profitability.
34. When do we conclude that a business has failed? Explain the reasons for business failure.