



	answer.	
4	Name the function of marketing which is concerned with cost and location of target market. a) Physical distribution      b) pricing c) Transportation              d) storage and warehousing	1
5	Which of the following is a Shopping Product? (a) T.V. Set                      (b) Raw Material (c) Sugar                         (d) Milk	1
6	One of the following is an element of Promotion Mix : (a) Product                      (b) Price (c) Personal selling              (d) Plant location	1
7	Marketing is the process which aims at _____ a) Production                      b) selling c) customer satisfaction              d) profit making	
8	Anything that can be offered for market for attention, use and consumption that may satisfy need and wants is a/an a) Idea                              b) product c) demand                         d) service	1
9	If the sales forecasts will be having higher degree of accuracy then the level of inventories will be _____	1
10	“How are you telling the target customers about your product” this relates to which concept of marketing mix a) product                         b) price c) place                              d) promotion	1
11	State whether the following statement is True/False The spoken part of brand is called brand name.	1
12	Marketing can be best understood as: I. Pre production activity II. Post production activity III. Pre & Post production activity IV. Selling activity	1





	<p>a) Which non-personal form of communication was used by the company?</p> <p>b) How is it different for other non –personal mode of communication?</p> <p>c) Explain any two demerits of the mode used by the company.</p>	
27	<p>Jay is working as the Chief Executive Officer of a soft drinks company. The company is doing its business in collaboration with a soft drinks company of France. Jay’s friend, Swami, a teacher of Business Studies in a reputed college was discussing the ‘Marketing’ chapter with his students. He wanted clarity from Jay about the factors which affect the marketing decisions. Jay explained that there were a large number of factors affecting marketing decisions which may be divided into two categories: (i) controllable factors, and (ii) non-controllable factors. Jay further explained that controllable factors became marketing tools that can be constantly shaped and reshaped by marketing managers, to achieve marketing success.</p> <p>Identify and explain the set of marketing tools that can be constantly shaped and reshaped by marketing managers.</p>	4
28	<p>Your company has setup a coconut hair-oil factory in Coastal Kerala, with a production capacity of 10,000 bottles of 100 milliliter per day. The company plans to market the hair-oil with the brand name ‘Kale Kesh’. Design a label for the hair oil bottles.</p>	4
29	<p>Oriflame have been working with skincare and that has been their area of expertise for more than over 40 years. They combine their products with the best of what the nature has got to give, with the science behind it. Pure ingredients and very strict manufacturing standards, little energy waste and strong environmental policies are the manufacturing mantras of the company. Oriflame is aware of the growing concerns about environment so it is providing products which are not tested on animals, without any perfume, natural ingredients which cannot harm the skin or cause allergies use environment friendly techniques of production</p> <p>Identify and explain the marketing philosophy followed by the company on the basis of :</p> <p>a) main focus</p> <p>b) means</p> <p>c) ends</p>	4
30	<p>Flipkart was set up by two software engineers from the Indian Institute of Technology, Delhi, Sachin Bansal and Binny Bansal, in 2007. It sold many items under various categories</p>	5

	<p>like apparels, appliances, books, etc. October being the festive season in India, the big e-commerce companies were looking to lure buyers through various attractive discounts and offers. Flipkart too declared a sale on October 6, 2014. The company spent a huge amount of money on its ad campaigns, installing servers to handle online traffic and deploying staff for processing the orders and delivering the goods. Unfortunately for them, things did not turn out quite as they expected. Flipkart's servers crashed, items went out of stock, and the prices of items changed during the sale. Buyers were outraged and took to the social media to express their ire. Manufacturers too accused the company of selling goods below the selling price. To protect the image of their company, Flipkart's founders sent out apology letters to the buyers regretting the inconvenience they had caused and assuring them that they would deliver better service in future. Despite all the hue and cry, Flipkart witnessed a mega sale of \$100 million (Rs 6 billion) in just 10 hours.</p> <p>Name and explain the marketing concept was used by Flipkart to protect the image of the company?</p>	
31	<p>Reliance Jio Infocomm Limited is the subsidiary company of Reliance industry which provides 4G network service. Jio is the only Vo-LTE (voice over LTE) provider in the country. Reliance Jio was launched with free unlimited calling and data usage for 3 months which was extended for another three months later as a special offer. This was one of the biggest reasons for its popularity among the masses. After April 2017 customer has to pay for their calls and data usage there are many very reasonable price plans from which you can choose to use. Company used all types of medium for promoting its products in market i.e. print, electronic media, sponsorship of sports and game shows, Display and Hoardings, Social Networking Sites, departmental stores etc. at the end of the third month it provided another attractive offer for its existing customers to pay a sum of Rs. 300 once and enjoy the same service for next three months. As a result the company covered a major market share within a short span of time. It has launched its own mobile phones, wifi Routers also. In the context of the above case:</p> <ol style="list-style-type: none"> <li>a) Identify which types of promotional tools were used by the company?</li> <li>b) Identify and explain two features of promotional tools identified in part (a)</li> </ol>	5
32	<p>'Pushpanjali Ltd.', is manufacturing chocolates, biscuits, cakes and other similar products. The company is not generating enough profits. Saurabh, the Marketing</p>	5

	<p>manager of the company got a survey conducted to find out the reasons. The findings of the survey revealed that in spite of better quality, the customers were not able to distinguish the products of the company from its competitors. Though the customers wanted to buy the products of 'Pushpanjali Ltd.' again and again because of its good quality, but they were not able to identify its products in the market. Because of this, the sales of the company could not pick up resulting in inadequate profits. Saurabh, the Marketing manager now realised that 'Pushpanjali Ltd.' had forgotten to take one of the most important decisions related to the product.</p> <p>What decision should 'Pushpanjali Ltd.' take so that its customers are able to identify its products in the market ? Explain the benefits that may result to 'Pushpanjali Ltd.' and its customers if the above decision is taken.</p>	
33	<p>Pioma Industries, known for its Rasna SDC (soft drink concentrates) brand, decided to make its entry into the ready-to-drink beverages market. It believed that adding new products to existing product range would improve its sales. In India, the SDC product was introduced by Pioma Industries in 1976 under the brand name 'Jaffe'. It was renamed 'Rasna' in 1979. In the late 70's and 80's, company found in market analysis that people were habituated to drinking squashes and sherbets at home, and these were quite expensive. The company launched less costly substitutes of squashes and sherbets and that too in variety of flavours. Pioma Industries found a huge untapped potential in 1977 when Coca Cola's operations in the Indian market were closed down due to changed Foreign Exchange Regulation Act (FERA) laws for MNCs in India. This served as an advantage for Rasna in its bid to penetrate the market. In 2012 Rasna also ventured into ethnic products like Pickles, Paste, Chutney, Curries, Gravies, Snacks, and Instant tea mix, etc. Pioma Industries believed that adding ready- to-drink beverages under the flagship brand Rasna would help it gain new revenues as well as achieve consistent growth in its business.</p> <p>By quoting lines from the above paragraph identify and explain the marketing functions performed by the Pioma Industries.</p>	5
34	<p>Since childhood Niru and Janak had been watching their grandmother procuring wheat from the market, washing it well, drying it and getting it converted into atta. They conducted a survey to collect data to identify whether there is demand for readymade atta and realised that with the growing number of working women, it is the need of the</p>	5

	<p>hour to manufacture high quality atta. They named their product 'Srijan' and set up 'Srijan Atta Factory' at Jaunpur Village. To penetrate in the market, they decided to keep the price low. For maintaining smooth flow of their product into the market and avoiding delays in delivery, it was decided to store wheat at SKM Services which had scientific processes and logistics facilitating quick delivery. They also set up an online complaint portal to take care of consumer grievances.</p> <p>By quoting the lines from the above paragraph, state five marketing functions undertaken by Niru and Janak for successful marketing of 'Srijan' atta.</p>	
35	<p>As the number of people making online purchase has increased manifold, there is a growing concern about the disposal and management of packaging waste. Every item bought is delivered with excess packaging and sometimes even non-biodegradable materials are used.</p> <p>In the context of the above case :</p> <ol style="list-style-type: none"> <li>Name and explain the different levels of packaging used by the marketer.</li> <li>Describe any two functions performed by the additional packaging done in online sold material.</li> <li>State any two factors to be kept in mind by online marketer while designing the packaging of its products.</li> </ol>	6

## ANSWERS

### MARKETING MANAGEMENT

1	Customer Support Services	1
2	a) Product	1
3	Personal Selling. This is because it is a complex product requiring technical details and is best sold through shorter channels.	1
4	Transportation	1
5	a) TV set	1
6	c) Personal selling	1
7	c) customer satisfaction	1
8	b) product	1
9	Low	1
10	d) promotion	1
11	True	1
12	III. Pre & Post production activity	1
13	packaging	1
14	Zero/no	1



15	Public Relation	1
16	false	1
17	i.(c), ii.(a)	1
18	a(iv) ,b(i) ,c(ii), d(iii)	1
19	1(c), 2(d), 3(b), 4 (a)	1
20	1 (d), 2(c), 3(a), 4(b)	1
21	c) Panasonic	1
22	1(c), 2(d), 3(b), 4(a)	1
23	<b>(d) Inventory Control</b>	1
24	Factors affecting prices (any three) 1. Cost 2. Demand and utility 3. Pricing objectives 4. Extent of competition in the market 5. Government regulations 6. Marketing method used	1x3= 3
25	(i) Societal marketing philosophy. (ii) Advantages of branding highlighted in the above case are: (Any two) (a) Helps in product differentiation. (b) Helps in advertising and display programmes. (c) Differential pricing.	1+2
26	a) Publicity b) It is non- paid form of communication it is free of cost and comes in the form of news c) i. no control on message ii. news may be negative also	1+1 +2= 4
27	Set of marketing tools that can be constantly shaped and reshaped by marketing managers are: <b><u>(i) Product</u></b> Product is a mixture of tangible and intangible attributes which are capable of being exchange for a value with ability to satisfy customer needs. <b><u>(ii) Price</u></b> Price may be defined as the amount of money paid by the buyer (or received by the seller) in consideration for the purchase of a product or a service. <b><u>(iii) Place or Physical Distribution</u></b> Place or Physical Distribution is concerned with making the goods and services available at the right place, in right quantity and at the right time so that the consumers can purchase the same. <b><u>(iv) Promotion</u></b> Promotion refers to the use of communication with the objective of informing potential customers about the product and persuading them to buy the samec	4

28	<p>The following information is to be provided on the label <b>in any form (any four):</b></p> <p>Name of the product/ Kale Kesh</p> <p>Name of the manufacturer/ Future Oils Ltd.</p> <p>Address of the manufacturer/ 54, Chandni Chowk</p> <p>Net weight when packed/ 100 ml</p> <p>Manufacturing date/ 20th July 2015</p> <p>Expiry date/ 20th December 2016</p> <p>Maximum retail price (MRP)/ 40</p> <p>Batch number/ D 4567</p> <p>Directions for use/ For best results, massage with Luke warm oil</p>	1x4= 4
29	<p>Societal marketing concept/philosophy</p> <p><b>Main focus :</b> customers' need and society's well being</p> <p><b>Means:</b> integrated Marketing</p> <p><b>Ends:</b> Profit through customer satisfaction and social welfare</p>	1+3= 4
30	<b><u>Marketing concept used by Flipkart is Public Relation</u></b>	1+3=4
31	<p>a) Advertisement and Sales Promotion</p> <p><b>b) Features of advertising</b></p> <ol style="list-style-type: none"> <li>1. Paid form</li> <li>2. Impersonal communication</li> <li>3. Mass reach</li> <li>4. Identified sponsor</li> </ol> <p><b>Features of Sales promotion</b></p> <ol style="list-style-type: none"> <li>1. encourage the buyers to make immediate purchase</li> <li>2. include all promotional efforts other than advertising, personal selling and publicity</li> <li>3. provide short term incentives to boost the sales of a firm.</li> <li>4. it is usually undertaken to supplement other promotional efforts such as advertising and personal selling.</li> </ol>	1+2 + 2 = 5
32	<p>The decision which 'Pushpanjali Ltd.' should take so that its customers are able to identify its products in the market is <b>Branding</b>.</p> <p>Benefits that may result to Pushpanjali Ltd.: <b>(Any two)</b></p> <p>(i) Enables marking product differentiation.</p> <p>(ii) Helps in advertising and display programmes.</p> <p>(iii) Differential pricing.</p> <p>(iv) Ease in introduction of new product.</p> <p>Benefits that may result to the customers: <b>(Any two)</b></p>	1+2 +2= 5

	(i) Helps in product identification. (ii) Ensures quality. (iii) Status symbol	
33	<p><b>Functions of marketing performed by Pioma Industries</b></p> <p><b>Market Planning:</b> Pioma Industries, known for its Rasna SDC (soft drink concentrates) brand, decided to make its entry into the ready-to-drink beverages market</p> <p><b>Gathering and Analysing Market Information:</b> In the late 70's and 80's, company found in market analysis that people were habituated to drinking squashes and sherbets at home, and these were quite expensive</p> <p><b>Branding:</b> . In India, the SDC product was introduced by Pioma Industries in 1976 under the brand name 'Jaffe'. It was renamed 'Rasna' in 1979</p> <p><b>Pricing:</b>The company launched less costly substitutes of squashes and sherbets and that too in variety of flavours.</p> <p><b>Product:</b> In 2012 Rasna also ventured into ethnic products like Pickles, Paste, Chutney, Curries, Gravies, Snacks, and Instant tea mix, etc.</p>	1x5= 5
34	<p>Marketing functions undertaken by Niru and Janak:</p> <p><b>(i) Gathering and analyzing market information</b> is necessary to identify the needs of the customers and take various decisions for successful marketing of products and services. “They conducted a survey to collect data to identify whether there is demand for readymade atta and realised that with the growing number of working women,it is the need of the hour to manufacture high quality atta.”</p> <p><b>(ii) Branding:</b> It is the process of giving a name/sign/symbol to the product in order to distinguish the product from that of competitors. “They named their product ‘Srijan”</p> <p><b>(iii) Pricing</b> of product involves fixation of price of a product and taking various related decisions like pricing strategies. “To penetrate in the market, they decided to keep the price low.”</p> <p><b>(iv) Storage or warehousing</b> refers toarranging for proper storage of goods to maintain smooth flow of goods in the market and avoid delay in delivery. “For maintaining smooth flow of their product into the market and avoiding delays in delivery, it was decided to store wheat at SKM Services which had scientific processes and logistics facilitating quick delivery.”</p> <p><b>(v) Customer support Services</b> aim at providing maximum satisfaction to the customers for developing brand loyalty for a product. “They also set up an online complaint portal to take care of consumer grievances.”</p>	5
35	<p><b>a) 1. Primary Package:</b> It refers to the product’s immediate container. In some cases, the primary package is kept till the consumer is ready to use the product .</p> <p><b>2. Secondary Packaging:</b> It refers to additional layers of protection that are kept till the product is ready for use, e.g., a tube of shaving cream usually comes in a card board box.</p> <p><b>3. Transportation Packaging:</b> It refers to further packaging components</p>	3+2 +1= 6

	<p>necessary for storage, identification or transportation.</p> <p>b) Functions performed by the additional packaging done in online sold material.</p> <p><b>1. Product Protection:</b> additional packaging protects the product from damage which may be caused during transportation</p> <p><b>2. Easy To Transport:</b> additional layers help to handle the product easily during its transportation and carrying it through different modes of transports without damage.</p> <p><b>c) factors to be kept in mind by online marketer while designing the packaging of its products</b></p> <ol style="list-style-type: none"><li>1. use biodegradable packaging material</li><li>2. packaging should enhance utility of the product</li></ol>	
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