





## MARKETING MANAGEMENT – PHILOSOPHIES AND MARKETING MIX

### WORKSHEET– 3

S.N		Marks
Q.1	<p>It is the belief of ‘Suvidha Grments Pvt. Ltd.’ That is the quality of goods/services is good then the customers can easily be attracted. The basis of this thinking is that the customers get attracted towards the product of good quality. On the basis of this thinking the company directs its marketing efforts towards improving the quality of its product.</p> <p>Identify the marketing philosophy as mentioned in para.</p> <p>Ans. _____ _____</p>	1
Q.2	<p>What is meant by ‘Product Concept’ of marketing?</p> <p>Ans. _____ _____ _____ _____ _____ _____ _____ _____ _____ _____</p>	3
Q3.	<p>What is meant by ‘Production concept’ of marketing?</p> <p>Ans. _____ _____ _____ _____ _____ _____ _____ _____ _____ _____</p>	3
Q.4	<p>What is meant by ‘Selling Concept’ of marketing?</p> <p>Ans. _____ _____ _____ _____ _____ _____ _____ _____ _____</p>	3
Q.5	<p>Nisha a school bag manufacturer decided to improve the product for profit maximization and thus added a water bottle holder to the existing design.</p> <p>(i) Identify the marketing management philosophy adopted by Nisha and</p>	3

An s.	(ii) Explain this philosophy on the basis of (a) Main focus (b) Means and Ends	
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**PRODUCT-CONCEPT, BRANDING, LABELLING AND PACKAGING**

**WORKSHEET- 4**

S.N.		Marks
Q.1 Ans .	<p data-bbox="331 219 895 253">State any three features of a good brand name.</p> <p data-bbox="331 259 1310 591">----- ----- ----- ----- ----- ----- ----- ----- -----</p>	3
Q.2 Ans .	<p data-bbox="331 600 1310 768">Good living Ltd. Manufactures mosquito repellent tablets. These tablets are packed in strips of 12 tablets each. Each of these strips are packed in a cardboard box, 48 such boxes are then placed in a big corrugated box and delivered to various retailers for sale. State the purpose of packaging the tablets in a corrugated box.</p> <p data-bbox="331 775 1310 904">----- ----- ----- -----</p>	1
Q.3 Ans .	<p data-bbox="331 913 1302 1014">'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.</p> <p data-bbox="331 1021 1310 1352">----- ----- ----- ----- ----- ----- ----- ----- -----</p>	3
Q.4 Ans .	<p data-bbox="331 1361 1310 1529">Crackers Ltd., a free cracker manufacturing company launched some new products on eve of Diwali which attracted many buyers. To meet the increased demand, the company employed children from nearby villages. Although the product was in great demand, appropriate safety warnings for use were not mentioned on the packets that, led to many accidents.</p> <p data-bbox="331 1536 1310 1597">(a) Identify and explain the important product related decision that was not taken into consideration by the company.</p> <p data-bbox="331 1603 1190 1637">(b) Also, identify any two values which were violated by the company.</p> <p data-bbox="331 1644 1310 1906">----- ----- ----- ----- ----- ----- -----</p>	3

	<p>.....  .....  .....</p>	
<p>Q.5  Ans  .</p>	<p>Explain the various levels of packaging.  .....  .....  .....  .....  .....  .....  .....  .....  .....</p>	<p>3</p>
<p>Q.6  Ans  .</p>	<p>What is meant by packaging? State any four functions of packaging.  .....</p>	<p>5</p>

**PRICE--CONCEPT, FACTORS DETERMINING PRICE  
WORKSHEET- 5**

S.N.		Marks
Q1.	Explain 'Price' as an element of marketing mix . Also explain any four factors that affect the fixation of price of a product.	5
Ans.	----- -----	

**MARKETING MANAGEMENT – PHYSICAL DISTRIBUTION**

**WORKSHEET – 6**

<p>Q.1</p> <p>Ans.</p>	<p>‘Choice of an appropriate channel of distribution is a very important marketing decision which depends upon on various factors.’</p> <p>Explain any four such factors.</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p>6</p>
<p>Q.2</p> <p>Ans.</p>	<p>Physical distribution includes some components for physically moving the goods from manufacturers to the customer. Explain these components.</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p>6</p>
<p>Q.3</p>	<p>Ajay was appointed as marketing head of ‘Alfa Enterprise’ manufacturers of toothbrushes. His target sale was 2000 units a month. Apart from thinking about various channels of distribution to achieve the target he himself started visiting schools in backward areas. He found that even after taking various steps and counseling, some school children had not started brushing their teeth. He investigated and found that they could not afford to buy toothbrush and toothpaste. So with due permission he started donating 200 toothbrushes</p>	<p>4</p>



	<p>and toothpaste every month to the school.</p> <p>(i) Identify the channel of distribution 'Ajay' would adopt for distribution of toothpaste and toothbrushes and justify it by giving one reason.</p> <p>(ii) State any two values which Ajay wants to communicate to the society.</p>	
Ans.	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	
Q.5	<p>“Every time I travelled, people asked me to bring them chips, khakra and pickles from all over the country,” says Anoushka. Finally, she and her colleague, Sumeet, decided to make a business out of it. They launched a facebook page, asked people what they wanted, and they came up with a list of about 100 places and tied up with two dozen vendors to begin with. They were servicing people from Jaipur who wanted spices from Kerala, people from Panipat who wanted halwa from Jammu and people from Delhi who ordered for fresh tea leaves from Darjeeling. Through their business they wished to bridge the gap between sellers and buyers. The business is now worth millions.</p> <p>Explain any two important activities that Anoushka and Sumeet will have to be involved in for making the goods available to the customers at the right place, in the right quantity and at the right time.</p>	4
Ans.	<p>Activities/ Components of Physical Distribution: (Any two)</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	

**MARKETING MANAGEMENT – PROMOTION MIX  
WORKSHEET-7**

Q.1	‘Various tools of promotion are used by the marketer to promote their products’	1
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Q.1 An s.	Expalin the role of ‘Advertisng’ in marketing management. ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	6
Q.2 An s.	‘Through advertising is one of the most frequently used media of promotion of goods and services, yet it attract lot of objections.’ Explain any four such objections. ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	6

**MARKETING MANAGEMENT – PROMOTION MIX**

**Time : 30 Minutes**

**WORKSHEET – 9**

**Marks : 12**

Q.1	Explain the method of sales promotion in the following cases;	6
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<p>Ans.</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p>(i) A mobile company offers a discount of Rs.1,000 to clear off excess inventory.</p> <p>(ii) A customer gets Rs.5 off on return of an empty wrapper while making a new purchase of the same product.</p> <p>(iii) A company offers a pack of ½ kg. of sugar with the purchase of a 5 kg. bag of wheat flour.</p> <p>(iv) A company offers 40% of extra shaving cream in a pack of 500 gms.</p> <p>(v) Scratch a card and get a gold coin with the purchase of a cold drinks.</p> <p>(vi) Purchase goods worth Rs.50,000 and get a holiday package worth Rs.10,000 free</p>	
<p>Q.2 Ans.</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p>“Expenditure on advertisement is a social waste.” Do you agree? Discuss.</p>	<p>6</p>

**MARKETING MANAGEMENT – PROMOTION MIX**

**Time: 20 Minutes**  
**08**

**WORKSHEET – 10**

**Marks :**

<p>Q.1</p> <p>Ans</p>	<p>Radha found a worm crawling out of newly opened tetra pack of a juice manufactured by a company, Zest Ltd. She went back to the shopkeeper from whom the pack was purchased who directed her to call up the customer care centre. When all her efforts failed, she went to a consumer activist group to seek help. The group decided to help Radha and take measures to impose restrictions on the sale of the firm's products of the particular batch and urge customers to refrain from buying the products of the company. Zest Ltd. Lost its image in the market. The CEO gives the responsibility of bringing back the lost image of the company to a manager.</p> <p>(i) Identify the concept of marketing management which will help the manager getting the firm out of the above crisis.</p> <p>(ii) Also explain the role of the above identified concept by stating any two points.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>3</p>
<p>Q.2</p> <p>Ans</p>	<p>Explain the concept of personal selling and any four qualities of a good salesman.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>5</p>

**MARKETING MANAGEMENT – PROMOTION MIX**

**Time : 30 Minutes**  
**12**

**WORKSHEET – 11**

**Marks :**

Q.1      Ans.	‘Various tools of communication are used by the marketers to promote their products.’ Answer the following questions: (a) Why do companies use all tools at the same time. (b) Name and explain the most commonly used non-personal tool of promotion which is paid for by the marketer. (c) Which tool of promotion will primarily be used for the following: (i) To promote or protect a company’s image or its individual products. (ii) An existing product meant for mass usage by literate people, (iii) To introduce a new product to a particular class of people through door to door visits.  ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	6
Q.2 Ans.	Explain the role of ‘Public Relations’ in marketing management.  -----	6

**MARKETING MANAGEMENT – PROMOTION MIX**

**Time: 20 Minutes**  
**08**

**WORKSHEET – 12**

**Marks :**

Q.1 Ans	Explain briefly any six technique of sales promotion. -----	6
Q.2 Ans	'Introducing a scheme of 50%+40% less by the KOUTONS' is the example of which sales promotion technique? ----- ----- -----	1
Q.3 Ans	Names the sales promotion technique in which 'Scratch Cards' are used? ----- ----- -----	1



## WORKSHEET - 1

S.N.		Mar ks
Q.1. Ans.	Why is marketing called a social process? As it involves interaction of people.	1
Q.2 Ans.	Distinguish between 'Selling Concept' and 'Marketing Concept' of marketing management philosophies on the basis of 'main focus'. Main focus of selling concept is on the attracting consumers while main focus of marketing concept is on consumer satisfaction.	1
Q.3 Ans.	Before buying a thing a customer analyse its cost and the satisfaction that he is to get from it. He will buy the thing only when he feels that its satisfaction will be more than its cost. Seller is to make the thing while keeping in mind this tendency of the buyer. A seller , who does not pay heed to the importance that the buyer gives to the product, certainly lags behind in competition. Which feature of marketing has been highlighted in the above paragraph? Customer value.	1
Q.4 Ans.	'Bending the customer according to the product' and 'developing the product according to customer-needs' are the two important concepts of marketing management. Identify the concepts and differentiate between the two. (i) 'Bending the customer according to the product.'- This statement is related with selling concept. (ii) 'Developing the product according to customer needs.'- This statement is related with marketing concept. Following are the main differences: 1.Starting Point 2. Main focus 3. Means 4. Ends	5

## WORKSHEET - 2

Q.1 Ans.	Explain the following two functions of marketing: (i) Product designing and development (ii) Marketing Planning Explain the functions	3
Q.2 Ans.	Explain the following functions of Marketing: (i) Gathering and analyzing market information (ii) Customer support services (iii) Physical distribution Explain the functions	3
Q.3	Radhika was a student of Business Studies of class XII. Her father was a farmer who grew different varieties of rice and was well versed about various aspects of rice cultivation . He was also selected by the government for a pilot- project on rice cultivation. As a project work in Business Studies she decided to study the feasibility of marketing good quality rice at a reasonable price.Her father suggested her to use internet to gather customer's view and opinions. She found that there was a huge	3

	<p>demand for packaged organic rice. She knew that there were no pre-determined specifications in case of rice because of which it would be difficult to achieve uniformity in the output. To differentiate the product from its competitors, she gave it the name of 'Malabari Organic Rice' and classified it into three different varieties namely—Popula, Classic and Supreme, based on the quality. She felt that these names would help her in product differentiation.</p> <p>Explain the three functions of marketing, with reference to the above paragraph.</p>	
Ans.	<p>Functions of marketing:</p> <p>(i) Gathering and analyzing market information.</p> <p>(ii) Standardisation and Grading</p> <p>(iii) Branding</p>	

### WORKSHEET - 3

S.N.		Marks
Q.1	<p>It is the belief of 'Suvidha Grments Pvt. Ltd.' That is the quality of goods/services is good then the customers can easily be attracted. The basis of this thinking is that the customers get attracted towards the product of good quality. On the basis of this thinking the company directs its marketing efforts towards improving the quality of its product. Identify the marketing philosophy as mentioned in para.</p>	1
Ans.	Product marketing philosophy	
Q.2	<p>What is meant by 'Product Concept' of marketing?</p>	3
Ans.	<p>Those companies who believe in this philosophy are of the opinion that if the quality of goods or services is of good standard, the customer can be easily attracted. The basis of this thinking is that the customers get attracted towards the products of good quality. On the basis of this philosophy or idea these companies direct their marketing efforts to increasing the quality of their product.</p>	
Q3.	<p>What is meant by 'Production concept' of marketing?</p>	3
Ans.	<p>Those companies who believe this philosophy think that if goods/services are cheap and they can be made available at many places, there cannot be any problem regarding sale. Keeping in mind the same philosophy these companies put in all their marketing effort in reducing the cost of production and strengthening their distribution system.</p>	
Q.4	<p>What is meant by 'Selling Concept' of marketing?</p>	3
Ans.	<p>Those companies who believe in this concept think that leaving alone the customers will not help. Instead there is a need to attract the customers towards them. They think that goods are not bought but they have to be sold. The basis of this thinking is that the customers can be attracted. Keeping in view this concept these companies concentrate their marketing efforts towards educating and attracting the customers. In order to achieve it, they resort to advertising, personal selling, sales promotion etc.</p>	
Q.5	<p>Nisha a school bag manufacturer decided to improve the product for profit maximization and thus added a water bottle holder to the existing design.</p> <p>(i) Identify the marketing management philosophy adopted by Nisha and (ii) Explain this philosophy on the basis of</p>	3

Ans.	(a) Main focus (b) Means and Ends (i) It is product philosophy. (ii) (a) Main focus: Quantity of product. (b) Means: Product improvement Ends: Profit through providing better quality products.	
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**WORKSHEET - 4**

S.N.		Marks
Q.1 Ans.	State any three features of a good brand name. A good brand name should contain the following characteristics: (i) Simple and Short: A brand name should be simple and short so that there is no complication or oddity related to its name. For example, the brand names like LUX, BATA etc.	1
Q.2 Ans.	Good living Ltd. Manufactures mosquito repellent tablets. These tablets are packed in strips of 12 tablets each. Each of these strips are packed in a cardboard box, 48 such boxes are then placed in a big corrugated box and delivered to various retailers for sale. State the purpose of packaging the tablets in a corrugated box. The packaging of tablets in a corrugated box is necessary for the purpose of storage, identification and transportation.	1
Q.3 Ans.	'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. (i) Shopping consumers lesser time as branded products can be easily identified. (ii) The quality of branded product undoubtedly is better. (iii) Prices of branded products are fixed by the companies themselves and there are no frequent changes.	3
Q.4 Ans.	Crackers Ltd., a free cracker manufacturing company launched some new products on eve of Diwali which attracted many buyers. To meet the increased demand, the company employed children from nearby villages. Although the product was in great demand, appropriate safety warnings for use were not mentioned on the packets that, led to many accidents. (a) Identify and explain the important product related decision that was not taken into consideration by the company. (b) Also, identify any two values which were violated by the company. (a) The important product related decision that was not taken into consideration by the company is labeling. (b) Values violated by the company are the following: (i) Concern for safety of human being. (ii) Respect for law.	3
Q.5 Ans.	Explain the various levels of packaging. Levels of packaging: There are three levels of packaging:- (i) Primary packaging: It refers to that container which is very close to the product. In some cases, it is kept throughout the entire life of the product, such as shaving cream, match box, etc. (ii) Secondary packaging: It refers to that container which is used for extra care of the product till the product is come into use, such as, card board box of shaving cream tube.	3

	(iii) Transportation Packaging: It refers to that packaging which is necessary to use for transportation, identification and storage.	
Q.6 Ans.	What is meant by packaging? State any four functions of packaging. Meaning: It refers to the group of those activities which are related with the designing and production of the containers in which the products are packed. Functions of packaging: 1. Product Identification 2. Product protection 3. Convenience 4. Product promotion	5

**WORKSHEET - 5**

Q1. Ans.	Explain 'Price' as an element of marketing mix . Also explain any four factors that affect the fixation of price of a product. Meaning: It refers to all those decisions which are concerned with the price fixation of any product or service. Factors to be kept in mind before pricing: (i) Cost of production: (ii) Demand for product (iii) Price of competitive firms (iv) Purchasing power of customers (v) Government and legal regulation (vi) Pricing objective	5
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**WORKSHEET – 6**

Q.1 Ans.	'Choice of an appropriate channel of distribution is a very important marketing decision which depends upon on various factors.' Explain any four such factors. A manufacturer should keep into consideration the following factors while selecting a channel of distribution. (i) Consideration Related to Product (a) Unit value of the product (b) Perishability (ii) Consideration related to market (a) Number of buyers (b) Types of buyers (iii) Consideration related to manufacturer/Company (a) Desire to control the channel of distribution (b) Financial strength (iv) Consideration related to government	6
Q.2 Ans.	Physical distribution includes some components for physically moving the goods from manufacturers to the customer. Explain these components. In physical distribution of products four activities are included and decisions related to these activities are taken. These four activities are as follows: (i) Transportation (ii) Inventory	6

	(iii) Warehousing (iv) Order processing	
Q.3	<p>Ajay was appointed as marketing head of 'Alfa Enterprise' manufacturers of toothbrushes. His target sale was 2000 units a month. Apart from thinking about various channels of distribution to achieve the target he himself started visiting schools in backward areas. He found that even after taking various steps and counseling, some school children had not started brushing their teeth. He investigated and found that they could not afford to buy toothbrush and toothpaste. So with due permission he started donating 200 toothbrushes and toothpaste every month to the school.</p> <p>(i) Identify the channel of distribution 'Ajay' would adopt for distribution of toothpaste and toothbrushes and justify it by giving one reason. (ii) State any two values which Ajay wants to communicate to the society.</p>	4
Ans.	<p>(i) Ajay would adopt 'Direct Channel of Distribution'. Because he is distributing goods as charity. (ii) Concern for the underprivileged. Sensitivity towards health.</p>	
Q.5	<p>"Every time I travelled, people asked me to bring them chips, khakra and pickles from all over the country," says Anoushka. Finally, she and her colleague, Sumeet, decided to make a business out of it. They launched a facebook page, asked people what they wanted, and they came up with a list of about 100 places and tied up with two dozen vendors to begin with. They were servicing people from Jaipur who wanted spices from Kerala, people from Panipat who wanted halwa from Jammu and people from Delhi who ordered for fresh tea leaves from Darjeeling. Through their business they wished to bridge the gap between sellers and buyers. The business is now worth millions.</p> <p>Explain any two important activities that Anoushka and Sumeet will have to be involved in for making the goods available to the customers at the right place, in the right quantity and at the right time.</p>	4
Ans.	<p>Activities/ Components of Physical Distribution: (Any two)</p> <ol style="list-style-type: none"> <li>1. Order processing- A good physical distribution system should provide for an accurate and speedy processing of orders, in the absence of which goods would reach the customers late or in wrong quantity or specifications.</li> <li>2. Transportation- It is the means of carrying the goods and raw materials from the point of production to the point of sale. It is important because unless the goods are physically made available, the sale cannot be completed.</li> <li>3. Warehousing- It refers to the act of storing and assorting products in order to create time utility in them.</li> <li>4. Inventory Control- Higher the level of inventory, higher will be the level of service to customers but the cost of carrying the inventory will also be high because lot of capital would be tied up in the stock. Thus, a balance is to be maintained in respect of the cost and customer satisfaction.</li> </ol>	

## Worksheet - 7

Q.1	‘Various tools of promotion are used by the marketer to promote their products’ Name and explain any one most commonly used sales promotion tool of promotion by the marketer.			1
Ans.	Product Combination: Under this method, alongwith the main product some other product is offered to the customer as a gift.			
Q.2	Why it is said that ‘Advertising confuses rather than help’?			1
Ans.	Because, many a time distorted version of reality is shown in the advertising.			
Q.3	What is meant by promotion mix?			1
Ans.	It refers to the combination of promotional tools used by the business to inform and persuade customers about the products.			
Q.4	‘100 grams of extra material in a pack of one kg’ is an example of one of the technique of Promotion Mix.			3
Ans.	Name the technique and explain any two other techniques of promotion mix. Quantity gift Two other techniques are:- (i) Rebate (ii) Discount.			
Q.5	Mr. Ramaya is a sales manager in a multi product company. The main products of the company are cars, Washing Powder, Readymade Garments and Noodles. The sales manager has four alternatives for sales promotion, e.g., selling the product at 40% discount, selling at 0% interest through instalments, giving packets of sauce with the product and distributing samples. He is not able to understand as to what alternate should be offered with which product. (i) Make combinations of alternatives of sales promotion. (ii) Name the method of sales promotion with different combinations.			5
Ans.	S.n	Product	Sales promotion alternative	Name of method
	1	Cars	Selling the product at 0% interest recovering price in instalments.	Full Finance@0%
	2.	Washing Powder	Distributing samples	Samples
	3.	Readymade Garments	Selling the product at 40% discount	Discount
	4.	Noodles	Distributing packets of sauce with the product	Product combination

## WORKSHEET – 8

Q.1	Expalin the role of ‘Advertisisng’ in marketing management.	6
Ans.	(A) Importance to manufacturers: (i) Enhancing Customers’ satisfaction and confidence (ii) Helpful to increase the demand of existing products (iii) Helpful in facing competition (B) Importance to society:	

	(i) Helpful to generate more employment (ii) Helpful to improve the standard of living (iii) Helpful in surviving of communication media	
Q.2	‘Through advertising is one of the most frequently used media of promotion of goods and services, yet it attract lot of objections.’ Explain any four such objections.	6
Ans.	(i) Adds to costs (ii) Undermines social values (iii) Confuses the buyers (iv) Encourage sale of inferior products	

**WORKSHEET – 9**

Q.1	Explain 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 a pack of ½ kg. of sugar with the purchase of a 5 kg. bag of wheat flour. (iv) A company offers 40% of extra shaving cream in a pack of 500 gms. (v) Scratch a card and get a gold coin with the purchase of a cold drinks. (vi) Purchase goods worth Rs.50,000 and get a holiday package worth Rs.10,000 free	6
Ans.	(i) Rebate (ii) Refund (iii) Product combination (iv) Quantity gift (v) Instant draw and assigned gift (vi) Lucky draw.	
Q.2	“Expenditure on advertisement is a social waste.” Do you agree? Discuss.	6
Ans.	No, I do not agree with this statement as it plays an important role for various parties. The role of advertisement becomes clear through the following points: (A) Importance to Manufacturer: (i) Helpful to generate more employment (ii) Helpful to improve the standard of living (B) Importance to society: (i) Helpful to generate more employment (ii) Helpful to improve the standard of living (c) Importance to consumers: (i) Reduction in prices (ii) Knowledge of various products	

## Worksheet - 10

Q.1	<p>Radha found a worm crawling out of newly opened tetra pack of a juice manufactured by a company, Zest Ltd. She went back to the shopkeeper from whom the pack was purchased who directed her to call up the customer care centre. When all her efforts failed, she went to a consumer activist group to seek help. The group decided to help Radha and take measures to impose restrictions on the sale of the firm's products of the particular batch and urge customers to refrain from buying the products of the company. Zest Ltd. Lost its image in the market. The CEO gives the responsibility of bringing back the lost image of the company to a manager.</p> <p>(i) Identify the concept of marketing management which will help the manager getting the firm out of the above crisis.                  (ii) Also explain the role of the above identified concept by stating any two points.</p>	3
Ans.	<p>(i) Public Relation                  (ii) Role of public relations</p> <ol style="list-style-type: none"> <li>1. More Credible</li> <li>2. Economical Medium</li> </ol>	
Q.2	<p>Explain the concept of personal selling and any four qualities of a good salesman.</p> <p>Meaning of personal selling: It refers contracting prospective buyers of product personally.</p> <p>Qualities of a good salesman: A good salesman should possess the following qualities:</p> <p>(i) Physical qualities                  (ii) Psychological qualities                  (iii) Technical quality                  (iv) Good communication skill</p>	5

## WORKSHEET – 11

Q.1	<p>'Various tools of communication are used by the marketers to promote their products.' Answer the following questions:</p> <p>(a) Why do companies use all tools at the same time.                  (b) Name and explain the most commonly used non-personal tool of promotion which is paid for by the marketer.                  (c) Which tool of promotion will primarily be used for the following:                      (i) To promote or protect a company's image or its individual products.                      (ii) An existing product meant for mass usage by literate people,                      (iii) To introduce a new product to a particular class of people through door to door visits.</p>	6
Ans.	<p>(a) The companies use all tools at the same time because of the nature of market, nature of product, promotion budget and objectives of promotion being different at different times.                  (b) The most commonly used non-personal tool of promotion which is paid for by the marketer is advertising.                  (c) The tools of promotion used are:                      (i) Public relations                      (ii) Advertisements                      (iii) Personal Selling</p>	
Q.2	Explain the role of 'Public Relations' in marketing management.	



Ans.	Role of Public Relation: (i) More Credible (ii) Economical medium (iii) Image building (iv) Boosting sales (v) End of Obstruction (vi) Easy to attract the public	
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**WORKSHEET – 12**

Q.1	Explain briefly any six technique of sales promotion.	6
Ans.	Following are the some of the major activities in respect of sales promotion: (i) Rebate (ii) Discount (iii) Refunds (iv) Product combination (v) Quantity gift (vi) Instant draw and assigned gift	
Q.2	'Introducing a scheme of 50%+40% less by the KOUTONS' is the example of which sales promotion technique?	1
Ans.	Discount	
Q.3	Names the sales promotion technique in which 'Scratch Cards' are used?	1
Ans.	Instant draw and assigned gift.	

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