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**CBSE Test Paper - 05**  
**Chapter - 11 Marketing Management**

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1. Which of the following is a direct channel of distribution? **(1)**
  - a. Manufacturer, retailer, customer
  - b. Manufacturer, wholesaler, retailer, customer
  - c. None of these
  - d. Manufacturer to customer
2. Under marketing mix which of the following is not a part of Product? : **(1)**
  - a. Brand Name
  - b. Quality
  - c. Design
  - d. List price
3. Airtight containers and packets used for chips, biscuits and jams etc., are the example of **(1)**
  - a. Product differentiation
  - b. Product promotion
  - c. Product identification
  - d. Product Protection
4. Which of the following factor affects the price determination? **(1)**
  - a. Product cost
  - b. All of these
  - c. Demand
  - d. Government and legal regulations
5. Good Living Ltd. manufactures mosquito repellent tablets tables. These tablets are packed in strips of 12 tablets each. Each of these strips is 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. **(1)**
6. Define different ways in which the term—‘marketing’ is being used. **(1)**

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7. What is the purpose of public relations? **(1)**
  8. Zoom Udyog, a car manufacturing company, has started its business with Zoom-800 and slowly launched Zoom-1000, Wagon-Z, Swy-fy etc. and offered various services like after-sales services, availability of spare parts, etc. Identify the element of marketing mix referred here. **(1)**
  9. Gaurav Industry aims to fulfill the customer demand and also focuses on: contributing to enrichment or quality of life.” Which concept of marketing is being followed by the Gaurav Industry? **(3)**
  10. Mansi, a shoe manufacturer 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 marketing management philosophy adopted by Mansi.
    - ii. Explain this philosophy or concept on the basis of
      - a. Main focus
      - b. Means and ends **(3)**
  11. Agree with the statement “Money spent on advertisement is not a waste but an investment’. Give reasons in support of your answer. **(4)**
  12. “Advertising encourages sale of inferior and dubious products’ and ‘Advertising confuses rather than helps’. Agree or Not ? Give reasons. **(4)**
  13. A salesman approaches you to promote the sales of a ‘water purifier’. Which communication tool is the marketer using by sending a salesman at your door-step? Explain any two qualities of a good salesman. **(4)**
  14. Consumer products are classified on a different basis. Shopping efforts involved is one of them. Explain any three types of products in this category. **(6)**
  15. Identify and explain the promotional tool of marketing mix which is an impersonal form of communication and is paid for by the marketer. Also explain any three benefits of this tool. **(6)**

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**Answer**

1. d. Manufacturer to customer

**Explanation:**

A direct channel of distribution describes a situation in which the producer sells a product directly to a consumer without the help of intermediaries.

2. d. List price

**Explanation:**

List price is not a part of product in marketing mix ; it is the part of price mix.

3. d. Product Protection

**Explanation:**

Protective packaging products are designed and constructed to protect the goods from atmospheric, magnetic, electrostatic, vibration or shock damage. Products include types of boxes or storage containers, packing materials, liners, and spacers.

4. b. All of these

**Explanation:**

7 important factors that determine the fixation of price are:

- i. Cost of Production:
- ii. Demand for Product:
- iii. Price of Competing Firms:
- iv. Purchasing Power of Customers:
- v. Government Regulation:
- vi. Objective:
- vii. Marketing Method Used:

5. Packaging also refers to the process of design, evaluation, and production of packages. The purpose of packaging the tablets in a corrugated box is to facilitate their transportation, warehousing and easy identification.

6. Product market, type of buyers, geographic market and quantity of goods transacted.

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7. The purpose of public relation is to support the achievement of the organisational purpose.
  8. Product is the element of marketing mix referred here. The product element of the marketing mix signifies the tangible or intangible product offered to the customer which satisfies the need.
  9. The Societal Marketing Concept. This concept holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors (this is the original Marketing Concept). Additionally, it holds that this all must be done in a way that preserves or enhances the consumer's and the society's well-being.
  10.
    - i. Production concept or philosophy: In the given case, the shoe manufacturer decided to maximize the profits by increasing the production, therefore, the manufacturer decided to focus on the production of shoes and make it a base for maximizing the profits.
    - ii.
      - a. **Main focus:** Main focus of this concept is to maximize the quantity of product. The quality and other attributes of the product were not given importance.
      - b. **Means:** Availability and affordability of the product.  
**Ends:** Earning profits through large scale production and distribution.
  11. Yes, I agree with the given statement because
    - **Creates Demand:** Advertising is a medium through which a large number of people can be reached over a vast geographical area. This enables to create demand by making people aware of new products.
    - **Enhancing customer satisfaction:** Advertising creates confidence amongst prospective buyers as they feel more comfortable and assured about the product quality and hence feel more satisfied.
    - **Expressiveness:** Advertising enables the advertiser to prepare message with the help of latest techniques, graphics and multimedia, drawings, colour, illustration, sound, pictures, music, etc. This enables the advertiser to achieve enhanced communication effectiveness.
    - **Economy:** It is economical since it is capable of delivering message to a large

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audience. The cost of reaching a prospect tends to be much less than other forms of communication example, the cost of a ten seconds television commercial during the prime time may be as high as ₹10 lakh, but given the reach of the television the per prospect exposure would be very low.

12. The statements are partly correct. It can be explained as :

i. **Encourages sale of inferior and dubious products:** Some critics of advertising feel that it encourages the sale of inferior and dubious products by giving attractive display of the product.

ii. **Confuses the buyers:**

- Manufacturers through advertisements make false claims about the utility of the products and thereby cheat the innocent customers who think advertisement that appeared in TV or newspaper must be authentic.
- They argue that with the help of advertising almost anything can be sold in the market.
- Against this Objection:
- In fact superiority and inferiority depends on the quality, which is a relative concept. The desired level of quality will depend on the economic status and preferences of the target customers.
- Advertisements sell products of a given quality and the buyers will buy if it suits their requirements. No advertisement should however, make false claim about the quality of a product. If a firm makes a false claim/s it can be prosecuted for the same.
- Advertising creates confusion in the minds of people by providing numbers of products which make their choice difficult and sometimes there are wasteful expenditure.
- Each brand claims to be better than the other. For example, it is difficult to choose among Ariel washing powder or Wheel washing powder or Surf Exel washing powder. Although some cheaper varieties of washing powders (which are not advertised) are available in the market, yet the choice is made out of the well advertised costly powders.
- Against this Objection:

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- The supporters of advertisement, however, argue that we are all rational human beings who make our decisions for purchase of products on factors such as price, style, size, etc.
  - Thus the buyers can clear their confusion by analysing the information provided on the advertisements and other sources before taking a decision to purchase a product. However, this criticism cannot be completely overruled.
13. i. 'Personal Selling' is used by the marketer. Personal selling is also known as face-to-face selling in which one person who is the salesman tries to convince the customer in buying a product. It is a promotional method by which the salesperson uses his or her skills and abilities in an attempt to make a sale.
- ii. Two qualities of good salesman are:
- **Mental Qualities:** He must have adequate mental qualities. These include mainly: skill, mental alertness, sharp memory, initiative, imagination, and self-confidence. That salesman will turn out to be a successful salesman who possesses all these qualities. A salesman endowed with mental qualities alone can grasp quickly the psychology of the customers and conducts himself accordingly.
  - **Physical Qualities:** A salesman can be called a good salesman if he is physically fit in all respect. Physical fitness is the greatest asset of a salesman. Physical qualities include personality, stamina, health, and tolerance. He should possess a robust personality. He should have an attractive and smiling face full of self- confidence. His dress must be appealing, a way of talking must be convincing and his outlook should be healthy.
14. Consumer products classified on the basis of shopping efforts involved are as follows:
- i. **Convenience products:** Those consumer products which are purchased frequently, immediately and with least time and efforts are known as convenience goods, e.g. cigarettes, ice-creams, medicines, newspaper, etc. Such products are available almost at all the places like railway station, bus stations, small and large markets, etc. These products have, low unit value have a regular demand and are bought in small quantities. For buying these products, not much of shopping effort

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is required.

- ii. **Shopping products:** These are those consumer goods for purchasing which buyers devote considerable time, to compare the quality, price, style, suitability, etc at several stores before making the final purchase, e.g. clothes, shoes, jewelry, furniture, radio, television etc. Such products are priced higher than the convenience products because of their higher cost of production. For buying these products, moderate shopping effort is required.
- iii. **Specialty products:** These products are those consumer goods which have certain special features because of which people make special efforts in their purchase. These products are of high value and manufactured by reputed firms. For such products, the buyers have brand preference and insistence. Hence, the consumer may wait or suffer inconveniences to get the desired goods, e.g. art and artifacts, Rolex watches, etc. The demand for such products is limited as compared to the convenience and shopping products. For buying these products, more shopping effort is required.

15. Advertising is an impersonal form of communication, which is paid for, by the marketers (sponsors) to promote some goods or service. The most common modes of advertising are 'newspapers', 'magazines', 'television' and 'radio'. As it is an impersonal method, it creates monologue and not a dialogue. Advertising can be easily identified by its sponsor.

Benefits of advertising are as follows:

- i. **Mass communication:** A company can promote its sales to a larger section through advertising as it has a mass reach.
- ii. **Helps in building the image of the firm:** Celebrities form a part of the advertisement campaign and therefore it builds up the image of the firm in the eyes of the prospective customers.
- iii. **Creation of demand:** Advertising helps in introducing new products and new uses of existing articles or services to create and maintain demand. Demand for the product is created through arising interest and awareness among the prospective buyers, and thereby increasing sales and profits of the organisation. Advertising induces prospective customers to think about buying the product.