

**CBSE Test Paper - 04**  
**Chapter - 11 Marketing Management**

1. Discounts, coupons, contests, free samples and offering extra quantity etc., are the examples of \_\_\_\_\_. **(1)**
  - a. Personal Selling
  - b. Sales Promotion
  - c. Channels of distribution
  - d. None of these
2. \_\_\_\_\_ refers to designing the label to be put on the package. **(1)**
  - a. Packaging
  - b. Labelling
  - c. Branding
  - d. Pricing
3. \_\_\_\_\_ refers to the act of designing and producing the container or wrapper of a product. **(1)**
  - a. Brand Name
  - b. Packaging
  - c. Copyright
  - d. Trade Mark
4. Which of the following is not a part of Place and Promotion? **(1)**
  - a. Sales Promotion
  - b. Advertising
  - c. Personal selling
  - d. Warranties
5. What is the advantage of registering trademark? **(1)**
6. Buy one get one free' is printed on the label of the package of a mosquito repellant. State the labelling function being performed by this statement. **(1)**
7. Name the marketing function which is concerned with the important decision of managing inventory. **(1)**
8. Radha found a worm crawling out of newly opened tetra pack of juice manufactured by a reputed 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

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her efforts fell free, she went to a consumer activist, group to seek advice. The group decided to help Radha and take measures to impose restrictions on the sales 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 gave the responsibility of bringing back the lost image of the company to the Manager.

- a. Identify the concept of marketing management which will help the Manager to get the firm out of the above crisis.
  - b. Also explain the role of above identified concept by stating any two points. **(1)**
9. Arvind is planning to start a company manufacturing room fresheners. He intends to use natural fruit extracts for adding fragrance to them. He estimates an investment of 20 crores to set up the factory. As it is difficult for him to raise the entire capital amount alone, he gives a partnership offer to his school friend, Sanjay who is an angel investor. Sanjay, after being convinced about the feasibility of the project, accepts his offer. Sanjay tells Arvind that they should also focus on other important decisions related to the product 'room fresheners' besides deciding about its features, variety and quality. Branding is one of the important such decision.
- In the context of above case:
- a. Name any other two important decisions related to a product.
  - b. Why is branding considered as an important function by the marketers? Give any one reason in support of your answer.
  - c. State any four features of a good brand name. **(3)**
10. Distinguish between the product concept and production concept of marketing. **(3)**
11. Briefly describe the term 'Promotion Mix'. **(4)**
12. Your company has set up a food processing unit in Madikeri with a production capacity of 10000 litres of Orange juice per day. The company plans to market the Orange juice in tetra pack of 200 millilitres. Design a label for the same. **(4)**
13. Differentiate between marketing and selling on any five basis. **(5)**
14. A salesman approaches you to promote the sales of a 'water purifier'. Which communication tool the marketer is using by sending a salesman at your door step? Explain the role of this tool to a businessman. **(6)**
15. Explain the concept of personal selling and any four qualities of a good salesman. **(6)**

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**Answer**

1.     b. Sales Promotion

**Explanation:**

Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates. Sales promotions can be directed at either the customer, sales & staff, or distribution channel members (such as retailers).

2.     b. Labelling

**Explanation:**

Display of information about a product on its container, packaging, or the product itself. For several types of consumer and industrial products, the type and extent of information that must be imparted by a label is governed by the relevant safety and shipping laws.

3.     b. Packaging

**Explanation:**

Packaging is the technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of designing, evaluating, and producing packages.

4.     d. Warranties

**Explanation:**

warranties is not a part of price and promotion it is the part of product.

5. A trademark is a part of a brand which gives legal protection to the product. The firm which has got its trademark, gets the exclusive right for its use. In that case, no other firm can use such name or mark in the country.

6. The labelling function being performed by the above statement is Help in Promotion of Products. Labelling is a part of branding and enables product identification.

7. Physical distribution is concerned with managing inventory.

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8. a. Public relations includes ongoing activities to ensure the overall company has a strong public image. Public relations activities include helping the public to understand the company and its products. Often, public relations are conducted through the media, that is, newspapers, television, magazines, etc. As noted above, public relations is often considered as one of the primary activities included in promotions. Public relations will help the manager to get the firm out of the above crisis.
- b. The role of public relations as a promotional tool is described below:
- i. Public relations helps to create a positive image about the company in the eyes of various interest holders like consumers, government, suppliers etc.
  - ii. It helps in launching new products as they may be accepted easily because of good reputation of business.
  - iii. It helps the business to reinstate itself in wake of controversies or prejudices
9. a. Labelling and Packaging are the two important decisions related to a product. Where Labelling is the display of label in a product. A label contains information about a product on its container, packaging, or the product itself. It also has warnings in it. For e.g. in some products, it is written that the products contain traces of nuts and shouldn't be consumed by a person who's allergic to nuts. The type and extent of information that must be imparted by a label are governed by the relevant safety and shipping laws and Packaging is the wrapping of material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean. Packaging is more than just your product's pretty face.
- b. Branding is considered to be a very important decision by the marketers because it facilitates product differentiation. Through branding the prospective buyers are able to bring about a distinction between a company product and its substitutes available in the market. This helps the company to obtain a desirable market share.
- c. The four features of a good brand name are stated below:
- i. The brand name should be short, easy to pronounce, spell, recognise and remember e.g., Ponds.
  - ii. A brand should suggest the product's benefits and qualities e.g. Sunsilk.
  - iii. A brand name should be distinctive e.g., Lotus.

iv. It should be capable of being registered and protected legally.

10. Difference between the product concept and production concept:

- i. **Product Concept** : This concept defines that customers cannot be attracted through more supply and low price only. They demand only those products which provide superior quality, performance and features. A business firm must ensure the good quality of the product instead of focusing on quantity and more supply. A business firm must improve quality of its product time to time by adding new features and appropriate changes in the product.
- ii. **Production Concept**: As per this concept customers prefer those products which are easily available and affordable. A business firm must improve its production and distribution efficiency. A manufacturing unit can maximize its profits by reducing the production cost. Producers must keep in mind that customers do not always prefer cheap and easily available products.

11. **Promotion mix** refers to combination of promotional tools used by an organisation to achieve its communication objectives. The promotional mix is one of the 4 Ps of themarketing mix. It consists of public relations, advertising, sales promotion and personal selling. Marketing team uses the promotional mix to reach company objectives and goals.

12.

	<b>TASTY</b>	<b>F.P.O</b>
	<b>Orange juice</b>	
Nutrition Facts: Serving Size - 1 person: 1 Pack (200 mL) Amount per serving		
Calories	200	
Total fat	0g	0%
Sodium	10mg	4%
Potassium	140mg	10%
Total Energy	30g	10%
Sugars	20 g	
Vitamin C	20g	

Percent daily values are based on 1000 calories diet. Ingredients Orange Juice concentrate, water, sugar. Best before 9 months from the date of manufacturing.		
MRP	Rs 100 (inclusive of all taxes)	
Batch no.	Feb/0456	
Date of Mfg	10-03-2017	
Mfgd by : <b>Smitha Enterprises 12/33, Madikeri 571201</b>		
P.S. Check the seal before consumption. Consume within 1 day after opening.		

13. The two concepts referred to here are selling and marketing respectively. The differences between marketing and selling are:

Basis	Marketing	Selling
Scope	It is a wider term and includes selling also.	It is only a part of the marketing process.
Focus	It focuses on the needs of customers.	It focuses on the product to be sold.
Objective	It aims to earn profits through customer satisfaction.	It aims to maximize profit through an increase in sales volume.
Start and end	It starts much before production and continues even after a sale.	It starts after production and ends with the sale of a product.
Strategy used	It involves Strategies like product promotion, pricing, and distribution.	It involves efforts like promotion and persuasion for selling the product

Conclusion: It can be concluded that Marketing and Selling are different in approach from each other.

14. The marketer is using the tools of the personal form of communication or personal selling or salesmanship. It involves face to face communication between a seller and a buyer In this technique of promotion, the sales person can make an oral presentation to one or more customers for the purpose of making sales Importance to businessman are as follows

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- i. **Effective promotion tool:** As there is direct communication with the prospective customer, therefore, it makes the selling effective.
  - ii. **Flexible tool:** Personal selling efforts can be changed as per the requirement of the customer.
  - iii. **Consumer attention:** Through personal selling, it is easy to get the attention of the customer, as there is a face to face interaction between customers and salesman. It also makes the customer feel significant.
  - iv. **Relationship** Personal selling helps to create a lasting relationship between customers and sellers, which helps in increasing sale.

15. Personal selling refers to the oral presentation of the message in the form of conversation with one or more prospective customers for the purpose of making sales. It is a door to door selling of the product where the salesman is in direct contact with the customer. This enables him to describe the product comprehensively and take immediate feedback. This method of Promotion enables the seller to get a first-hand response about the product from the customer.

Qualities of good salesman are as follows

- i. **Physical qualities** Good looking, healthy.
- ii. **Psychological qualities** Should be sweet natured, possess good behaviour, should be mentally healthy, intelligent and creative.
- iii. **Technical quality** Should be fully conversant with technical knowledge of the product.
- iv. **Communication skills** Should be pleasing, polite and courteous. He should have good oratory skills and he should also be a good listener.