

Marketing

Que 1: A cool –Drinks Company decided to launch a new pepper-based beverage in the market. The company announced a contest for suggesting a brand name for the new product. Explain the characteristics you may consider while suggesting the above name? Marks :(3)

Ans: Explain any three characteristics of a good brand name.

Que 2: Choose the most correct statement

- (a) Marketing and selling are synonymous
- (b) Selling has wide scope than marketing
- (c) Selling is a part of marketing
- (d) Marketing is a sub-division in selling

Marks :(1)

Ans: (c) Selling is a part of marketing

Que 3: Ms. Arathi, is appointed as the marketing manager in an electronic goods manufacturing company. Identify and explain the functions to be performed, by her in this new job position. Marks :(8)

Ans: Explain the functions of marketing with special reference to an electronic goods manufacturing firm (Any 8 points)

Que 4: Your Company is introducing a new product into the market and planning to launch an advertisement campaign. As the marketing Manager of the company what are the factors you may consider for selecting an advertisement media. Marks :(3)

Marks :(3)

Ans: State any six factors to be considered for selecting a suitable media for advertising like product related factors, company characteristics, competitive factors, market factors, environmental factors etc.

Que 5: "Money spent on advertising is a waste" Do you agree with this view? Give reasons. Marks :(4)

Marks :(4)

Ans: a) Open ended question. One may agree or disagree with the argument. If agree, explain the objections of advertising. If disagree, explain the merits of advertising. (Any four points)

Que 6: A "ball point pen is free with two Sun Soaps" is the caption in the label of a toilet soap.

a) Name the technique of sales promotion.

b) Explain any two other sales promotion techniques. Marks :(3)

Ans: a) Product combinations

b) Explain any two commonly used sales promotion activities like Rebate, Discount, Refunds, Lucky draw etc.

Que 7: A quality certification mark used in case of food products is :-

a) ISI b) BIS c) AGMARK d) ISO

Marks : (1)

Ans: a) AGMARK

Que 8: Marketing facilitates free flow of goods and services by removing:-

a) Hindrance of place b) Hindrance of time

c) Hindrance of knowledge d) All of these.

Marks : (1)

Ans: d) All of these