

CBSE Test Paper - 03
Chapter - 11 Marketing Management

1. Which of the following is a function of packaging? **(1)**
 - a. Product identification
 - b. All of these
 - c. Product protection
 - d. Product promotion

2. _____ Provides direct and immediate feedback. **(1)**
 - a. Personal Selling
 - b. Advertising
 - c. Trade mark
 - d. Packaging

3. Which of the following is a good quality of a good salesperson? **(1)**
 - a. Honesty
 - b. All of these
 - c. Mental quality
 - d. Communication skills

4. The word Market has come from the Latin word _____. **(1)**
 - a. Marketo
 - b. Marketio
 - c. Marcatus
 - d. Matico

5. Beauty Products Ltd. is a natural and ethical beauty brand famous for offering organic beauty products for men and women. The company uses plant-based materials for its products and is the No.1 beauty brand in the country. It not only satisfies its customers but also believes in the overall protection of the planet. Identify the marketing management philosophy being followed by 'Beauty Product Ltd' **(1)**

6. "Refunding a part of price paid by customer on return of empty foils or wrapper".

Name which type of sales promotion technique is involve. **(1)**

7. Explain public relations. **(1)**
8. 'Scratch a card and win exciting prizes'. State technique of sales promotion suggests this? **(1)**
9. Explain how the 'product related factors' affect the choice of channels of distribution. **(3)**
10. Give any one advantages of branding to marketers of goods and services. **(3)**
11. 'Though advertising is one of the most frequently used media of promotion of goods and services, yet it attracts a lot of objections.' Explain any four such objections. **(4)**
12. "Automobiles Ltd. offered to sell their new bike at about Rs.4,000 less than the usual price'. This is the examples of techniques? Explain two other techniques with examples. **(4)**
13. 'An important task in the marketing of goods relates to designing the label as it provides useful and detailed information about the product. In the light of the above statement, draw a label for a packet of juice and highlight the important information to be provided on it. **(5)**
14. An important task in the marketing of goods relates to designing the label as it provides useful and detailed information about the product. In the light of the above statement, draw a label for a liquid soap and highlight the important information to be provided on it. **(5)**
15. Name the element of marketing mix in which a set of firms and individuals creates possession, place and time utility and helps in market offering. Also explain any five important functions performed by this element. **(6)**

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Answer

1. b. All of these

Explanation:

Functions of packaging: The protective function of packaging essentially involves protecting the contents from the environment and vice versa. The packaging is thus intended to protect the goods from loss, damage and theft.

2. a. Personal Selling

Explanation:

This direct and interpersonal communication lets the sender immediately receive and evaluate feedback from the receiver.

3. b. All of these

Explanation:

A true salesperson has the following characteristics that they use consistently to succeed in making those important sales.

- Conscientiousness.
- Respectful.
- Initiative.
- They listen.
- Persistent.
- Coachable.
- Positive.
- Resourceful.

4. c. Marcatus

Explanation:

The word market has been derived from Latin word Marcatus which refers to place of trade or a place where business is carried on.

5. Societal Marketing Concept. It is the systematic application of marketing along with other concepts and techniques to achieve specific behavioural goals for a social good.

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6. Refund technique is involved.
 7. Public relation is the practice of managing the spread of information between an organization (business, government agency) or an individual.
 8. The technique of sales promotion is "Instant draws and assigned gifts".
 9. **Product-related factors** Before deciding channel of distribution for a product, various product-related factors are to be considered. These are
 - i. **Product complexities** Technologically complex products are sold directly whereas, to sell simple products, indirect channels may be employed.
 - ii. **Nature of the product** Customised products require direct marketing as they involve interactions between the buyer and the seller Whereas, standardised products are sold through a number of efforts Similarly consumer goods require indirect channels while industrial goods require direct distributions.
 - iii. **Perishability of the product** Zero or one level channels are preferred for perishable products to avoid the delay in delivery as compared to non-perishable products.
 10. **Ease in Introduction of New Product:** The companies which use their company's name as brand name then they can easily introduce a new product in the market. If a new product is introduced under a well-known brand, it enjoys the goodwill or reputation of that brand and it becomes very easy for such companies to popularize the new product easily . For example, Samsung introducing all new products under the same brand name i.e. Television, Mobile phones, Smartphones, Washing machines and Microwave oven etc.
 11. Objections to advertising are as follows
 - i. **Undermines social values:** The advertisements inform people about more and more products to attract customers. This induces the customers to buy more and more products and sometimes customers compel to use those commodities which they do not require. In this way, our wants are unnecessarily increased. If wants remain unsatisfied, we feel discontented. The desire to have more and more things is multiplying and lifestyle is badly affected. Some advertisements show new

lifestyles, which cannot be socially approved.

- ii. **Encourage sale of Inferior goods:** Advertisement generally speaks very high of the products. With the help of advertising, anything can be sold in the market. Sometimes products advertised are defective and adulterated. In this way, consumers are misled and suffer losses with the use of commodities instead of benefits.
- iii. **Adds to cost:** Advertising adds to the cost of the product and the price of the commodity unnecessarily increases because the firms spend a huge amount on advertising and these expenses are added to the cost. The consumers pay for advertised commodity more than what they would have paid for the same unadvertised commodity.
- iv. **Confuses the buyer:** There are so many advertisements for certain products such as TV, detergents, etc. if we take a TV, there are different companies advertising for that such as Sony, LG, Samsung, Micromax etc. The claims made by different companies confuses the consumer as which products should be purchased and which is better.

12. Rebate technique is used in the given scenario of promotion mix. Two techniques from 'Sales Promotion Activities' are:

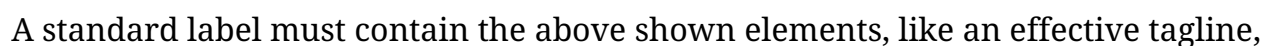
- a. Discount: Offering products at less than list price. Example, a shoe company's offer of 'Discount Up to 50%' or a shirt marketer's offer of '50+40% Discount'.
- b. Refunds: Refunding a part of price paid by customer on some proof of purchase, say on return of empty foils or wrapper. This is commonly used by food product companies, to boost their sales.

13. Marketers use labeling to their products to bring identification. This kind of labeling helps a viewer to differentiate the product from the rest in the shelves of the market. There are several used of the label for the products in the market. Labeling is used for packaging the product. For example, describing someone who has broken a law as a criminal.

A simple looking but important task is that the marketing of goods relates to designing the label to be put on the package. The label may vary from a simple tag attached to the product to complex graphics containing essential information such as price, quantity, expiry date, etc.

i. Describe the Product and Specify its Contents

14. A label contains essential information about a product. Therefore, the following are the important information to be provided on the label of liquid soap



precautions to be taken while using the product, Name and address of the manufacturer, Method of use, Statutory warning, Quantity, Contents of the product, Price of the product, Bar Code, and the Batch number.

15. The element is Place Mix/Physical Distribution. Some of the functions performed by this element are
- i. **Sorting:** Middlemen procure supplies of goods from a variety of sources, which is often not of the same quality, nature and size. They sort these goods into homogeneous groups i.e., repack them according to quality, size or price.
 - ii. **Accumulation:** This function involves the accumulation of goods into larger homogeneous stocks so that there is a smooth and continuous flow of supply without any delay.
 - iii. **Allocation:** It involves breaking homogeneous stock into smaller marketable lots. Generally, middlemen buy the goods in bulk and then repack them in small portions for buyers e.g. once cashew nuts are graded and large quantities are built, these are divided into convenient packs of say 1kg, 500gms, to sell them to different types of buyers in the market.
 - iv. **Assorting:** Middlemen build an assortment of products for resale. They procure goods from various manufacturers and assemble them at one place so that consumer's demand is fulfilled by visiting one place. e.g. a cricket player may need a bat, a ball, wickets, gloves, a helmet, a t-shirt and a pair of shoes. He can get it by visiting a sports items shop instead of various shops.
 - v. **Product promotion:** Mostly advertising and other sales promotion activities are performed by manufacturers. Middlemen also participate in certain activities such as demonstrations, special displays, contests, etc. to attract the customers and for increasing the sale of products.