



INDIAN SCHOOL AL WADI AL KABIR

Class: XII Business Studies	Department: Commerce
Worksheet No: 2	Topic: MARKETING

1. Read the statements given in point 1 and 2, answer the questions that follow:
 - 1) Tea is produced in Assam but is carried to customers not only in this state but also in other parts of the country.
 - a) Identify and explain the function of marketing that enables the marketer to achieve its goals.
 - b) Enumerate any two factors that marketer should take into consideration in order to analyse the identified needs.
 - 2) Paddy is grown during summer season but its demand and sale takes place throughout the year.
 - a) Name and state the function of marketing which should be undertaken to reduce the gap between production and consumption of Paddy.
 - b) State by giving two reasons as to why proper discharge of this function is important.
2. 'Maharana' is a famous take-away food outlet in Meerut. It is quite popular among local people and travellers on the national highway. It offers a wide variety of 'parathas' and 'sandwiches' packed in special containers which are designed and developed by them to keep the food hot and fresh. Considering the tough competition in the nearby area, the prices have been set reasonably low. The owner Nirmal Singh spends huge sums of money to put large hoardings and kiosks in the vicinity, to inform the people about the outlet's location and the special items on its menu. The firm is performing various marketing functions to achieve its marketing objectives. On the basis of the information given in the above case identify and explain any three marketing functions.
3. Ashima purchased a bottle of tomato-sauce from the local grocery shop. The information provided on the bottle was not clear. She fell sick on consuming it. She filed a case in the District Forum under Consumer Protection Act and got the relief.
 - (a) Identify the important aspect neglected by the marketer in the above case.
 - (b) Explain briefly the functions of the aspect identified in (a) above.
4. Diksha Ltd. was marketing 'Dish-Washer' which were very Popular due to their quality and after-sale services provided to the customers. The company was a leading company in the market and earning huge profits. Because of huge profits the company ignored its after-sale services. As a result its relations with the customers got 'Toiled and the image of the company was damaged in the eyes of the public. Top management

became concerned when the profits for the current quarter fell steeply. On analysis it was revealed that ignoring after-sale services was its reason. Therefore, the company took all possible measures to protect and promote its image. As a result the goodwill of the company improved in the society. (a) Name and state the communication tool used by the marketer in the above case to improve its images. (b) Also explain role of the tool as identified in part (a).

5. A company was marketing 'Juicers' which were very popular due to their quality and after sale services provided to the customers. The company was a leading company in the market and earning huge profits. Because of huge profits the company ignored the after sales services. As a result, its relations with the customers got spoiled and the image of the company in the public was damaged. Top management became concerned when the profits for the current quarter fell steeply. On analysis, it was revealed that ignoring the after sales services was its reason. Therefore the company took all possible measures to protect and promote its favorable image. As a result, the goodwill of the company improved in the society. (a) Name and state the communication tool used by the marketer in the above case to improve its image. (b) Also explain role of the tool as identified in Part (a)
6. X Ltd. is engaged in the manufacturing of cars. The company surveyed the market and found that customers need a car which runs on eco-friendly fuel instead of petrol or diesel. Keeping the needs of customers as well as social, ethical and ecological aspects of marketing in mind, the company launched a new model of car that runs on bio-diesel. The launch event was covered by the top news channels and newspapers. This was done to disseminate information about the car and build goodwill of the business. X Ltd. understands that it is imperative to s with the public on a regular basis. (a) Identify and explain the marketing philosophy involved in the above case. (b) Identify and explain the communication tool that was used by the company. (c) Explain any two other promotional tools that can be used by X Ltd. to achieve its objectives.
7. The physical handling and movement of goods from the place of production to the place of distribution is an important element of marketing mix. (i) Name and state the element. (ii) Explain any three main components of this element.
8. It is the single most important element affecting the revenue and profits of a firm. Name and state this element of marketing mix. Explain any three factors affecting the determination of this element of marketing mix.