



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
Term: 1	Chapter 4: Fundamentals of Marketing
Assignment no:	01

Q.1. Choose the correct option from the given alternatives

1. Advertisement is a _____ form of promotion mix
 - a. Unpaid
 - b. Paid**
 - c. Free
 - d. Sponsored

2. In the consumer-oriented model of marketing mix the element of Price is replaced by _____
 - a. Place
 - b. Product
 - c. Cost**
 - d. Promotion

3. The marketing mix consists of; -
 - (a) Product, physical evidence, place, process
 - (b) Process, price, place, packaging
 - (c) People, process, place, promotion
 - (d) Product, place, promotion, place**

4. Increasing the features and quality you offer is a decision made by which marketing mix?
 - (a) Product**
 - (b) Price
 - (c) Promotion
 - (d) Place

5. Design is a _____ decision
 - (a) Product**
 - (b) Price

(c) Promotion

(d) Place

6. Giving retailer an incentive to sell your product/service is the responsibility of which marketing mix?

(a) Product

(b) Price

(c) Promotion

(d) Place

7. Public Relations is managed by which marketing mix?

(a) Product

(b) Price

(c) Promotion

(d) Place

8. Branding is a _____ decision

(a) Product

(b) Price

(c) Promotion

(d) Place

9. Which one of the 4Ps is responsible for direct mail?

(a) Product

(b) Price

(c) Promotion

(d) Place

10. The term "marketing mix" describes:

(a) A composite analysis of all environmental factors inside and outside the firm

(b) A series of business decisions that aid in selling a product

(c) The relationship between a firm's marketing strengths and its business weaknesses

(d) A blending of four strategic elements to satisfy specific target markets

11. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of:

(a) Pricing

(b) Distribution

(c) Product development

(d) Promotion

12. The way in which the product is delivered to meet the customer's need refers to: -

(a) New product concepts

(b) Selling

(c) Advertising

(d) Place or distribution decisions

13. The term Marketing Mix was introduced by Neil H. Borden

14. _____ of service delivery is more important in the case of service industries

a. why

b. how

c. which

d. where

15. This channel of distribution involves making the product available at all possible outlets such as soft drinks.

a. Selective distribution

b. Exclusive distribution

c. Intensive distribution

d. None of the above

16. This is the middle path approach to distribution as the firm selects some outlets to distribute its products

- a. **Selective distribution**
- b. Exclusive distribution
- c. Intensive distribution
- d. None of the above

Q.2. Answer the following:

1. Define Marketing Mix according to Philip Kotler.

Ans:

According to Philip Kotler, "Marketing mix is the combination of four elements called the 4P's - Product, Price, Promotion and Place that every company has the option of adding, subtracting or modifying in order to create a desired marketing strategy".

2. Why is it essential to train the front-line employees?

Ans:

It is because their actions and behaviour influence the customer's opinions of the organisation and the service they provide.

3. What are the two types of Marketing Mix?

Ans:

The two types of Marketing Mix are as follows:

- Product marketing mix - It includes Product, price, place and promotions and is mainly used in case of tangible goods
- Service marketing mix - The service marketing mix has three more variables which are people, physical evidence and process.

4. What is a product?

Ans: A product is an item that is built or produced to satisfy the needs of a certain group of people.

5. Enlist the product categories.

Ans:

The product categories are as follows:

- Usage
- Durability
- tangibility

Q.4. Application based questions:

1. Raksha is a regular holiday customer at U-Tan Beach Resort. She always makes it a point to at least spend a few days of her vacation here with her entire family. Whenever, there is a discussion about outings, picnics or mini vacations Raksha never fails to mention U-Tan Beach Resort and the top level services that they offer. She particularly emphasizes on the affordability of the room rates and delicious hot piping food. She strongly recommends this place to everyone around her.

a. Which element of promotion mix can be identified from the above given scenario?

Ans: Word of Mouth

b. What is the importance of the identified concept?

Ans:

- Word of mouth is a communication by a satisfied customer about the benefits of the product.
- Word of mouth can also circulate on the internet.
- When it is used in the correct manner, it has the potential to increase the sales of the products.

2. In the year 2003, ITC stepped in the manufacturing of biscuits and introduced the 'Sunfeast' range that at first dealt with biscuits and later on with other food items also. In order to make its brand a household name it has launched exciting and innovative campaigns that denote the various qualities of its products like the flavour and exclusive taste. To promote its range of food products, famous actors and sports personalities were signed. Sachin Tendulkar, the cricket icon, Shahrukh Khan, the superstar, Sania Mirza, the tennis star have all been the brand ambassador's at one time or other. Television, magazines, newspapers have proved to be an effective and influential medium for advertisements as they are able to spread awareness among every age group of people. The slogan 'Spread the Smile' has become the essence of the brand and the catchy and colourful advertisements have helped the company in acquiring a large share of the market.

a. The above scenario relates to which fundamental of marketing mix

Ans:

Promotion

b. Define the identified concept.

Ans:

- Promotion represents the different methods of communication that is used by the brand to inform target audience about their products.
- It is an important part of marketing as it can give the brand recognition and increase sales.
- Promotion includes various elements like:
 - Advertising
 - Sales Promotion
 - Personal Selling
 - Public Relations