



# INDIAN SCHOOL AL WADI AL KABIR

Class: IX	Department: Commerce
Skill Subject: Marketing and Sales	Part II– Subject Specific Skills
	Chapter 1: INTRODUCTION TO MARKETING AND SALES

Q. No.	
1	<p>The term "Marketing" is derived from which language?</p> <ul style="list-style-type: none"><li>a. French</li><li>b. <b>Latin</b></li><li>c. English</li><li>d. Greek</li></ul>
2	<p>Which of these is true about marketing?</p> <ul style="list-style-type: none"><li>a. Marketing is used to promote the product and services</li><li>b. Marketing is concerned about the sales only</li><li>c. <b>Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.</b></li><li>d. Marketing considers only the needs of the organization and not the society</li></ul>
3	<p>Who is the Father of Modern Marketing?</p> <ul style="list-style-type: none"><li>a. <b>Philip Kotler</b></li><li>b. Peter F Drucker</li><li>c. Abraham Maslow</li><li>d. Raymond Kroc</li></ul>
4	<p>Which concept holds that consumers will favor the products that are easily available at an affordable price?</p> <ul style="list-style-type: none"><li>a. <b>Production concept</b></li><li>b. Product concept</li><li>c. Marketing concept</li><li>d. Production cost concept</li></ul>
5.	<p>It is believed that if the product is good and reasonably priced it will fetch or attract many customers and no special marketing efforts are required to be made. Identify the marketing concept.</p> <ul style="list-style-type: none"><li>a. Production concept</li><li>b. <b>Product concept</b></li><li>c. Marketing concept</li><li>d. Societal Marketing Concept</li></ul>
6	<p>In Marketing, _____ is considered as the life blood.</p> <ul style="list-style-type: none"><li>a. <b>Sales</b></li><li>b. Production</li><li>c. Purchase</li><li>d. Promotion</li></ul>

7	What is considered as an essence of Marketing? <b>Exchange</b>
8	The companies believing in this concept direct all their marketing efforts towards the achievement of consumer satisfaction and social welfare.  a. Production concept b. Product concept c. Marketing concept d. <b>Societal Marketing Concept</b>
9	During the societal marketing concept what was firms' main concern for marketing?  a. Producing high-quality products b. <b>Social and ethical concerns in marketing</b> c. Achieving sales target d. Understanding consumer insights
10	_____ is achieved when customer expectations are met regarding the quality of products and services along with the value-based price.  a. Quality excellence b. <b>Customer satisfaction</b> c. Value proposition d. None of the above
11	Fill in the blanks suitably. a. _____ is the state of felt deprivation. b. If an individual is hungry and asks for pizza, it is considered as his _____. c. In the societal marketing concept, the two elements included under social welfare are _____ and _____. d. The mantra for production concept is "_____ and _____." <u>Answers:</u> a. <u>Need</u> b. <u>want</u> c. <u>high-level of human life and pollution free atmosphere.</u> d. <u>low cost and mass production</u>
12	Marketing is a _____ Process  a. Social Process b. Managerial Process c. <b>Both a and b</b> d. None of the above
13	Which Marketing Concept considers that customer is the king and customer satisfaction is the main focus in Marketing? <b>Marketing Concept</b>
14	Selling Concept is used to sell _____  a. Unsought goods b. Insurance c. Funeral Plots d. <b>All of the above</b>
15	In Marketing, place utility is created by _____  a. Warehouse b. Physical Distribution c. <b>Transportation</b> d. All of the above

16	According to the Product Concept of marketing management, the main focus of a business is on:  a. Producing goods in large quantities. b. Customer's immediate needs and wants c. Quality, performance, and features of the product d. Balancing customer satisfaction with societal well-being																								
17	Match the descriptions given in column I with their marketing terms/ concepts given in column II <table><tr><td></td><td>COLUMN I</td><td></td><td>COLUMN II</td></tr><tr><td>A</td><td>This concept does not remain profitable in the long run for marketers</td><td>a</td><td>Utility</td></tr><tr><td>B</td><td>Goods are aggressively sold by tracking down the target segment and sold on the virtue of the product benefits.</td><td>b</td><td>Product Concept</td></tr><tr><td>C</td><td>The consumer's estimate of the product's overall capacity to satisfy his or her needs.</td><td>c</td><td>Selling Concept</td></tr><tr><td>D</td><td>It is an act of obtaining a desired product or service from someone by offering something in return.</td><td>d</td><td>Marketing</td></tr><tr><td>E</td><td>Align with the Customers, now and for the future</td><td>e</td><td>Exchange</td></tr></table> Choose the correct option from the following:  a. A-(b), B-(c), C-(a), D-(e), E-(d) b. A-(a), B-(b), C-(c), D-(d), E-(e) c. A-(e), B-(d), C-(a), D-(b), E-(c) d. A-(d), B-(c), C-(e), D-(a), E-(b)		COLUMN I		COLUMN II	A	This concept does not remain profitable in the long run for marketers	a	Utility	B	Goods are aggressively sold by tracking down the target segment and sold on the virtue of the product benefits.	b	Product Concept	C	The consumer's estimate of the product's overall capacity to satisfy his or her needs.	c	Selling Concept	D	It is an act of obtaining a desired product or service from someone by offering something in return.	d	Marketing	E	Align with the Customers, now and for the future	e	Exchange
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18	Warehouses create _____ utility in marketing. Time																								
19	Under which concept of Marketing, it is presumed that customers will not buy unless they are approached and convinced for the same?  a. Production concept b. Selling concept c. Marketing concept d. Societal Marketing concept																								
20	Winning the confidence of customer is as good as fulfilling the goals of the organization. Identify the Marketing concept highlighted here.  a. Production concept b. Product concept c. Selling concept d. Marketing concept																								
21	Without Marketing, Sales suffer! The above phrase implies:  a. Marketing and sales both have to work for success b. Marketing facilitates awareness about future changes and ensure growth of sales in long run c. Sales should be done after marketing d. Marketing is a part of sales																								

22	<b>Assertion:</b> Product concept does not remain profitable in the long run for marketers. <b>Reason:</b> Product concept focuses on improving quality of product and overlooks the needs and wants of customers.		
	<b>a. Assertion and Reason both are correct, and reason is correct explanation of assertion.</b> b. Assertion and Reason both are correct, but reason is not the correct explanation of assertion. c. Assertion is correct, but reason is not correct. d. Assertion and Reason both are not correct.		
23	For maintaining the balance between the production and consumption (demand and supply), marketing is necessary. Marketing ensures stable price in the market and can reduce price fluctuations to a large extent. Which point of importance of Marketing to society is reflected here?  a. Creates utility <b>b. Economic stability</b> c. Increase in profitability d. Employment opportunity		
	<b>SHORT AND LONG ANSWER TYPE QUESTIONS</b>		
24	What is Marketing? <b>Marketing is a social and managerial process by which individuals and organization get what they need and want through creating, offering and exchange products of value with others.</b>		
25	Define Sales? <b>SALES-DEFINITION:</b> <b>A transaction between two parties where the buyer receives goods (tangible or intangible goods), services and/or assets in exchange for money.</b> <b>It is an agreement between a buyer and seller on the price of a security</b>		
26	Differentiate between Need and Wants?		
	BASIS	NEEDS	WANTS
	1.MEANING	It is the state of felt deprivation of an individual without which an individual cannot survive.	Needs can become wants when they are characterised by culture, personality and lifestyle
	2.SCOPE	It is the necessity of an individual	It is a desire of an individual
	3.EXAMPLES	Need for food, clothing, shelter	Desire for a specific food like Dominoes Pizza, during breakfast North-Indians consume Chapatis whereas South-Indians Consume Idly, Dosa and Rice
27	What is utility? <b>Utility is the consumer ‘s estimate of the product ‘s overall capacity to satisfy his or her needs.</b>		

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Differentiate between marketing and Selling concepts?

**Marketing Vs Selling**

Basis of Difference	Marketing	Selling
Scope of the term	Marketing is a wider term and comprises a large number of activities such as planning, designing and after sales services.	Selling is a narrower term and is limited to just promotion activities and the transfer of ownership of the product from the seller to the consumer.
Means of profit maximisation	The primary focus is on customer satisfaction.	The primary focus is the transfer of title and possession of goods.
Scope of activities	Starts before the product is produced and continues even after the product is sold.	Starts after the product is developed.
Emphasis	Develops product and strategies according to customer needs.	Bending customer as per the product.
Strategies	Involves strategies and efforts towards production, planning, designing and feedback services.	Involves strategies and efforts towards the promotion and sale of the product.

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State Production Concept?

**Production concept focuses on mass production making the products available everywhere and at low cost. The Mantra for this concept is “Low cost and mass production making products available and affordable.**

**E.g. Lenovo computers of China.**

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“Sales is considered as the life blood of an organisation”. Explain the need of Sales department.

**A sales organisation is the mechanism through which a sales manager ‘s philosophy is translated into action. The sales organisation provides the vehicle for making decisions on planning, organisation, selection and training of salesmen, their motivation, directing and controlling them. It also provides vehicle through which these decisions are implemented. Its need includes:**

- 1. To create demand for the products through efficient salesmen.**
- 2. To maintain stocks in hand for the future demand.**
- 3. To enforce proper supervision of sales-force.**
- 4. To divide and fix authority among the subordinates.**

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Briefly explain the importance of marketing in relation to:

a) customer and society b) organization

The importance of Marketing in relation to:

**Marketing and society/ customers:**

**1. Increase in the standard of living:** Our today’s modern society is divided into three main classes: The Rich Class, the Middle class and the Poor Class. The standard of living of all these classes will depend upon the purchasing power of each class. Better standard of living, fulfillment of various wants is possible through marketing. It facilitates the consumer to choose from the various brands available according to their likes and dislikes at reasonable price.

**2. Employment opportunities:** Marketing helps in creating employment opportunities to many people. Since the marketing process involves various activities such as buying, selling, warehousing, transportation, finance, risk taking etc, it provides employment for many to improve their income levels.

**3. Economic stability:** Marketing plays a very important role in the economic stability of the country. The economic stability depends upon the balance between the demand and supply of products/services. For maintaining the balance between the production and consumption (demand and supply), marketing is necessary as it maintains this balance and stabilizes the economy. It ensures stable price in the market and can reduce price fluctuations to a large extent.

**4. Creates Utility:** Marketing is an economic activity. It creates ownership, place, time utility and demand. The various activities of marketing helps in creating utility. For example: Exchange of goods offered creates ownership, time utility and place utility is created due to warehousing and transportation.

**5. Satisfaction of human wants:** Marketing plays a significant role in the distribution of goods and services to satisfy the needs and wants of the consumers.

**Marketing and organization:**

**1. Gain income:** The profit of any organization depends upon its income and its future depends upon its profit. Organization can earn profit through various activities.

**2. Marketing information:** Our modern economy is dynamic in nature. The likes, dislikes, price, demand are changing rapidly and thus the entrepreneur has to take decision according to the changed environment. All these information can be collected by the entrepreneur through various marketing sources and thus adopt the same to survive in the competition.

**3. Source and channel of new ideas:** The dynamic changes occurring in marketing have become a source and channel of new ideas and guiding policies. With the rapid change in tastes and preference of people, marketing has to come up with the same. Marketing as an instrument of measurement, gives scope for understanding this new demand pattern and thereby produce and make available the goods accordingly.

**4. Decision making:** Producers produce goods and services. It is very important for them to know What to produce? Where to produce? How much to produce? All these decision are important and major and hence difficult to take. Marketing helps the producers to take the right decision at the right time. With the effective market forecasting technique it is possible for the marketers to project the expected demand in advance to facilitate the producers or organization to act accordingly.

