



INDIAN SCHOOL AL WADI AL KABIR

Class: IX	Department: Commerce
Skill Subject: Marketing and Sales	Part II– Subject Specific Skills
	Chapter 2: CONCEPT OF MARKET

Qt no.	
1.	In case of highly competitive market, customers are likely to _____ : a. Gain b. Lose c. Increase d. decrease
2.	Which of these is an example of clinic? a. Retail store b. Beauty salon c. Factory d. Warehouse
3.	_____ are intangible economic activities offered by one party to another. (Services)
4.	Which of the following statements is not true about virtual markets? a. These are also called as non-physical markets b. Transactions take place through internet c. Operational costs are high d. Payments may be done as COD or through net banking or debit or credit cards
5.	Services cannot be _____. (a) Stored (b) Re-sold (c) Measured (d) None of the above.
6.	Name any three P's of service marketing mix? (People, Process, and Physical environment)
7.	Which of the following is not a required condition for an exchange to take place? a. Presence of at least two parties b. Availability of money with both the parties c. Both the parties being capable of communication and delivery d. Both the parties having freedom to accept or reject the offer
8.	Who can be said to be a direct competitor? A direct competitor is another company that offers the same products and services aimed at the same target market and customer base, with the same goal of profit making and marketing share growth.
9.	What do we call a person who pay for goods and services? (Purchaser).

10.	A _____ is a set of tangible attributes that can be offered to any person to satisfy a need or wants. (Product)								
11.	Market is a place where buyer gathers to _____. a. Meet b. Exchange c. Buy d. Sell								
12.	A _____ is that portion of a larger market which individuals, groups or organization share one or more characteristics that causes them to have relatively similar products' needs. a. Target market b. Niche market c. Market segment d. Competitive segment								
13.	Which market is characterized by absence of physical interaction between buyers and sellers? a. Virtual market b. Service market c. Product market d. Demographic market								
14.	A market segment is the parties of _____. (individuals and organisations who share one or more similar characteristics)								
15.	Which one of these are not examples of 'clinic'? a. Beauty Parlour. b. Drug and chemists. c. All India Institute of Medical Services. d. None of the above.								
16.	<p>Match the components of service marketing mix given in column I with example given in column II</p> <table border="1"> <thead> <tr> <th>Column I</th><th>Column II</th></tr> </thead> <tbody> <tr> <td>1.People</td><td>(i) The layout and design of a restaurant</td></tr> <tr> <td>2. Physical Evidence</td><td>(ii) The training and appearance of customer service staff</td></tr> <tr> <td>3.Process</td><td>(iii) The steps taken to deliver a banking service</td></tr> </tbody> </table> <p>Choose the Correct option from the Following:</p> <p>a. 1-(i),2-(ii),3-(iii) b. 1-(ii),2-(iii),3-(i) c. 1-(iii),2-(i),3-(ii) d. 1-(ii),2-(i),3-(iii)</p>	Column I	Column II	1.People	(i) The layout and design of a restaurant	2. Physical Evidence	(ii) The training and appearance of customer service staff	3.Process	(iii) The steps taken to deliver a banking service
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17.	Hospitals, schools, colleges, banks etc can be categorized as: a. Demographic market b. Domestic market c. Service market d. Territorial market								

18.	<p>_____ marketing mix comprises of product, price, place and promotion, and is used mainly for tangible goods.</p> <p>(A) Service (B) Product (C) Both (A) and (B) (D) None of the above</p>														
19.	<p>When two or more business sells _____ items of goods or services they are called competitors and identifying competing business in their community.</p> <p>a. Similar b. Branded c. Complimentary d. Valuable</p>														
20.	<p>Assertion: Every business transaction cannot be called as exchange. Reason: Exchange is an act of obtaining a desired product or service from someone by offering something in return.</p> <p>a. Assertion and Reason both are correct, and reason is correct explanation of assertion. 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.</p>														
21.	<p>Which of the following is not a benefit of competition?</p> <p>a. Creativity and innovation by companies b. Greater variety of competitive products c. No price dictatorship d. Lower prices and lesser choices for customers</p>														
	SHORT QUESTIONS(2M)														
22.	<p>Define competition. Competition is the rivalry between companies selling similar products and services with the goal of achieving revenue, profit and market share growth.</p>														
23.	<p>Differentiate between Goods and Services?</p> <p>Given below are the fundamental differences between physical goods and services:</p> <table border="1"> <thead> <tr> <th>Goods/Products</th><th>Services</th></tr> </thead> <tbody> <tr> <td>A physical commodity</td><td>A process or activity</td></tr> <tr> <td>Tangible</td><td>Intangible</td></tr> <tr> <td>Homogenous</td><td>Heterogeneous</td></tr> <tr> <td>Production and distribution are separation from their consumption</td><td>Production, distribution and consumption are simultaneous process</td></tr> <tr> <td>Can be stored</td><td>Cannot be stored</td></tr> <tr> <td>Transfer of ownership is possible</td><td>Transfer of ownership is not possible</td></tr> </tbody> </table>	Goods/Products	Services	A physical commodity	A process or activity	Tangible	Intangible	Homogenous	Heterogeneous	Production and distribution are separation from their consumption	Production, distribution and consumption are simultaneous process	Can be stored	Cannot be stored	Transfer of ownership is possible	Transfer of ownership is not possible
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24.	<p>Which are the two main types of competitors?</p> <p>The two main types of competitors are: direct and indirect.</p> <p>Direct competitors actively compete with you for the same customers, such as a similar business in your local area. For example: Apple iPhone and Samsung Galaxy, Pepsi and Coca-Cola.</p> <p>Indirect competitors are those in the same category as you but sell different products or services and target a different market. For example, air lines in our country are indirect competitors.</p>																															
25.	<p>Define the word 'service'.</p> <p>A service is an act of performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product.</p>																															
26.	<p>State any two conditions to be fulfilled for a business transaction to be called as an exchange.</p> <p>a. At least two persons should be there to undertake a business transaction.</p> <p>b. Both the parties should be able to communicate and interact freely with each other in order to seek information regarding the deal and delivery.</p> <p>c. Each party to the transaction must have something of value and utility to offer to the other party.</p> <p>d. Parties should be free to accept or reject the offer.</p> <p>e. Intention of parties should be to enter into the exchange of goods and services.</p>																															
27.	<p>How does Product marketing differ from Service marketing?</p> <table border="1"> <thead> <tr> <th>BASIS FOR COMPARISON</th><th>PRODUCT MARKETING</th><th>SERVICE MARKETING</th></tr> </thead> <tbody> <tr> <td>Meaning</td><td>Product marketing refers to the process in which the marketing activities are aligned to promote and sell a specific product for a particular segment.</td><td>Service marketing implies the marketing of economic activities, offered by the business to its clients for adequate consideration.</td></tr> <tr> <td>Marketing mix</td><td>4 P's</td><td>7 P's</td></tr> <tr> <td>Sells</td><td>Value</td><td>Relationship</td></tr> <tr> <td>Transfer</td><td>It can be owned and resold to another party.</td><td>It is neither owned nor transferred to another party.</td></tr> <tr> <td>Returnability</td><td>Products can be returned.</td><td>Services cannot be returned after they are rendered.</td></tr> <tr> <td>Tangibility</td><td>They are tangible, so customer can see and touch it, before coming to the buying decision.</td><td>They are intangible, so it is difficult to promote services.</td></tr> <tr> <td>Separability</td><td>Product and the company producing it, are separable.</td><td>Service cannot be separated from its provider.</td></tr> <tr> <td>Customization</td><td>Products cannot be customized as per requirements.</td><td>Services vary from person to person, they can be customized.</td></tr> <tr> <td>Quality comparison</td><td>Quality of a product can be easily measured.</td><td>Quality of service is not measurable.</td></tr> </tbody> </table>		BASIS FOR COMPARISON	PRODUCT MARKETING	SERVICE MARKETING	Meaning	Product marketing refers to the process in which the marketing activities are aligned to promote and sell a specific product for a particular segment.	Service marketing implies the marketing of economic activities, offered by the business to its clients for adequate consideration.	Marketing mix	4 P's	7 P's	Sells	Value	Relationship	Transfer	It can be owned and resold to another party.	It is neither owned nor transferred to another party.	Returnability	Products can be returned.	Services cannot be returned after they are rendered.	Tangibility	They are tangible, so customer can see and touch it, before coming to the buying decision.	They are intangible, so it is difficult to promote services.	Separability	Product and the company producing it, are separable.	Service cannot be separated from its provider.	Customization	Products cannot be customized as per requirements.	Services vary from person to person, they can be customized.	Quality comparison	Quality of a product can be easily measured.	Quality of service is not measurable.
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28.	<p>Enumerate any two benefits of competition.</p> <ol style="list-style-type: none"> 1.Competition encourages creativity as the companies evolve and new ideas flourish in the market place. 2.Competition also benefits the buyers who have the opportunity to choose the product or service from different companies at affordable price. 3.Customers always gain if there is competition in the market. 4.Fair and open competition means lower prices and greater choice.
29.	<p>What is Virtual Market/Online Market? Give example.</p> <p>Virtual markets also known as non-physical markets is a market place where buyers purchase goods and services through internet. The basic nature of virtual market is the absence of physical interaction between buyers and sellers i.e. they do not meet or interact physically, instead the transaction is done through internet. Example: Rediff shopping, eBay etc</p>
30.	<p>State three P's in service marketing.</p> <ol style="list-style-type: none"> 1. People: Customers always look for efficient service. This can be provided by the people who are employed in the organization. 2. Process: The actual procedures, mechanisms and flow of the activities by which the service is delivered. 3. Physical evidence: The environment in which the service is assembled and delivered. For example, if you visit a restaurant, besides menu options available, you will be very much concerned and about the hygienic standard, ambience and service by the staff.
31.	<p>Explain the different types of Services.</p> <p><u>Core Services</u>: A service that is the primary purpose of the transaction. Eg: a haircut or the services of lawyer or teacher.</p> <p><u>Supplementary Services</u>: Services that are rendered as a corollary to the sale of a tangible product. Eg: Home delivery options offered by restaurants above a minimum bill value.</p>
32.	<p>Define service payment and service user.</p> <p><u>Service Payment</u>: The user or client pays fee, charge or rent to the service providers for the services rendered. It may be in the form of commissions, premium to an insurance company for insurance policy and salary for hiring the staff. Service charges also depend on the qualities of service and the staff responsible.</p> <p><u>Service users</u>: They are the users of services, for example client for a lawyer. A patient for Doctors, A Master for Domestic servant. Users of services may be an individual or an institution or a group. For example, Group Insurance Scheme of LIC for Employees of Central Government or CGHS health scheme for the Employees Central Government through approved Hospitals/ Clinics. Here the Central Government employees are to be called users of such facilities.</p>