





INDIAN SCHOOLAL WADI AL KABIR

Class: XII	Department: Commerce
Chapter 11 - OTQ & DTQ Objective & Descriptive Type Questions	Topic: Marketing Management

Q.No.	<u>OBJECTIVE TYPE QUESTIONS</u>
1	Which of the following statements is not true with regard to the concept of product? (a) It is a bundle of utility. (b) It is a source of satisfaction. (c) It is confined to physical product. (d) All of the above.
2	In order to promote the sales of the company, Mukund Limited has decided to offer consumer durable products at 0% finance. Identify the type of marketing factor being described in the above line. (a) Controllable factor (b) Non-controllable factor (c) Environmental factor (d) None of the above
3	Harshit is planning a start up a venture for offering mobile pet care services at door step. He has decided to charge ₹1000 for heated hydrobath & blow dry of a pet and ₹500 for shampoo and conditioning. Identify the element of marketing mix which is not being described in the above case. (a) Product (b) Place (c) Price (d) None of the above
4	Guneet went to a shop and expressed her desire to buy a copper water bottle only of Prestige company. Identify the component related to branding being described in the above case. (a) Trademark (b) Generic name (c) Brand name (d) Brand mark
5	In order to promote the habit of health and hygiene among weaker sections of the society, Abhyas Limited has launched low cost packs of hand wash. Identify the type of marketing philosophy being adopted by the company. (a) Product concept (b) Production concept (c) Marketing concept (d) Societal marketing concept

6	<p>Drishti Limited is a chain of trusted optical centers for prescription & fashion eyewear. It caters to affluent people with a range of premium sunglasses for men, women and kids. In order to raise the level of buyers' satisfaction, the company has decided to create a special section in each of its outlets for handling customer complaints and adjustment requirements. Identify the type of marketing function described in the given lines.</p> <p>(a) Product designing and development (b) Customer support services (c) Promotion (d) Physical distribution</p>
7	<p>i) Identify the component of branding being depicted below.</p>  <p>(a) Brand name (b) Brand mark (c) Trademark (d) Generic name</p> <p>ii) From the picture given below identify the promotional tool used by the organisation to achieve its communication objectives:</p>  <p>(a) Advertising (b) Personal Selling (c) Sales Promotion (d) Public Relations</p>
8	<p>Shridhan wanted to purchase an electric car. He visited a retail showroom of a car company where these cars were displayed. The Marketing Manager of this showroom told Shridhan that the company offers credit facilities, maintenance services and many other services that help in bringing repeat sales and developing brand loyalty for their cars. The marketing function being discussed by the Marketing Manager in the above case is:</p> <p>(a) Product Designing and Development (b) Marketing Planning (c) Customer Support Services (d) Branding</p>

9	<p>Mehak Limited has hired 300 salesmen who will be assigned the task of contacting prospective buyers and creating awareness about the new range of organic incenses introduced by the company. Identify the element of promotion been described in the given lines.</p> <p>(a) Advertising (b) Sales promotion (c) Personal selling (d) Public relation</p>
10	<p>Within 2 years of its inception, Bhavishya Limited has created a very positive reputation about itself and its products in the eyes of general public by participating extensively in various social welfare programs. Identify the component of promotion mixing described in the given lines.</p> <p>(a) Advertising (b) Personal selling (c) Public relation (d) Sales promotion</p>
Q. No.	<u>CASE BASED QUESTIONS</u>
1	<p>Q. 'Reliable Appliances' and 'Modern Appliances' are two reputed companies, both manufacturing refrigerators. They have been in this business for many years, have a good reputation and a large customer base. The companies follow different marketing management philosophies and cater to different kinds of customers.</p> <p>'Reliable Appliances' focuses on producing large quantities of affordable basic refrigerators that meet the essential needs of customers. It follows a belief that customers will prefer products that are widely available and affordable. The company focuses on mass production to keep costs low. As a result, it attracts budget conscious consumers. On the other hand, 'Modern Appliances' operates in the premium segment of the refrigerator market, attracting affluent buyers. It focuses on manufacturing refrigerators with advanced features such as Wi-Fi connectivity, built-in touch screen interface and advanced cooling systems, etc. It believes that customers will prefer products that offer superior quality with innovative features. For this, the company continuously improves its products' features and quality to differentiate itself from its competitors.</p> <p>(a) Identify the 'Marketing Management Philosophies' of 'Reliable Appliances' and 'Modern Appliances'.</p> <p>(b) Differentiate between the marketing management philosophies identified in (a) above on the basis of the following:</p> <ol style="list-style-type: none"> Main focus Means Ends
2	<p>Q. 'BNG Ltd.' is a reputed company that manufactures consumer durables. It has a large scale manufacturing unit where products like electric kettles, toasters, blenders, electric irons, etc. are manufactured. Since the production is at a large scale, the average cost of production is low. As a result, the products are widely available across areas at affordable prices contributing to its strong profit margins. On the other hand, 'KMV Ltd.', another reputed consumer durables manufacturer in the same business is also earning good profits. However, 'KMV Ltd.' focuses on producing the products which are superior in quality, performance and features. It has</p>

	<p>a dedicated Research and Development team which continually works to bring improvement in the quality of its products.</p> <p>(a) Identify and explain the marketing management philosophy followed by 'BNG Ltd.' and 'KVM Ltd.'.</p> <p>(b) Differentiate between the two marketing management philosophies identified in (a) above on the basis of the following:</p> <p>(i) Main focus</p> <p>(ii) Ends</p>
3	<p>Somya Patel, 35, a fitness trainer, woes about a popular consumer durable brand saying that "They show a lot of advertisements for their products on television, but when you go to the store, you find these things out of stock all the time. Then why should the company put advertisements when they can't meet the demand," she questions. In the context of above case:</p> <ul style="list-style-type: none"> Identify the tool of promotion mix being referred to in the above lines. List any two product related factors that are likely to affect the choice of channel of distribution. Which element of marketing mix is being overlooked by the company? Why is it considered as an important element?
4	<p>"Time Line" watch manufacturing company is a renowned company marketing 'watch'. It performs various activities like, market analysis, product designing or merchandising, packaging, warehousing, branding, pricing, promotion and selling. The company maintains good customer relations through various follow up activities. This helps the company in procuring repeat sales orders.</p> <p>(a) Name the concept related to the activities mentioned in the above paragraph.</p> <p>(b) Explain any two features of the concept identified in part (1)</p>
5	<p>Mansi, a shoe manufacturer for school students, decided to maximise profits by producing and distributing shoes on a large-scale and thus reducing the average cost of production.</p> <p>i) Identify the marketing management philosophy adopted by Mansi.</p> <p>ii) Explain this philosophy on the basis of the following:</p> <p>Main Focus</p> <p>Means and Ends</p>
6	<p>Suyash is very thirsty. He is in the middle of a desert. Soon he finds a cold drinks' shop. He goes and purchases three bottles and drinks them to satisfy his thirst. After drinking the cold drink he realises that it has been developed after analyzing the needs and preferences of the potential customers. On observing the outer side of the bottle he finds details like contents, flavour, size, price, etc.</p> <ol style="list-style-type: none"> What is 'Cold Drink' and 'Thirst' here in relation to each other? Identify one feature of marketing which has been highlighted here? How is cold drink a good market offer here?
7	<p>Explain 'Advertising' and 'Personal Selling' as tools of promotion used by the marketers.</p>
8	<p>Crackers Ltd., a firecracker-manufacturing company, launched some new products on the eve</p>

	<p>of Diwali, which attracted many buyers. To meet the increased demand, the company employed children from nearby villages. Although the product was in great demand, appropriate safety warnings for use were not mentioned on the packets, which led to many accidents.</p> <p>(i) Identify and explain the important product-related decision that was not taken into consideration by the company.</p>
9	<p>“Every time I travelled, people asked me to bring them chips, khakra and pickles from all over the country,” says Anoushka. Finally, she and her colleague, Sumeet, decided to make a business out of it. They launched a Facebook page, asked people what they wanted, and they came up with a list of about 100 places and tied-up with two dozen vendors to begin with. They were servicing people from Jaipur who wanted spices from Kerala, people from Panipat who wanted halwa from Jammu and people from Delhi who ordered fresh tea leaves from Darjeeling. Through their business, they wished to bridge the gap between sellers and buyers. The business is now worth millions.</p> <p>Explain any two important activities that Anoushka and Sumeet will have to be involved in for making the goods available to customers at the right place, in the right quantity and at the right time.</p>
10	<p>A company was marketing juicers which were very popular due to their quality and after sales 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 customers got spoiled and the image of the company in the public was damaged. The 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 favourable image. As a result, the goodwill of the company improved in the society.</p> <p>i) Name and state the communication tool used by the marketer in the above case to improve its image.</p> <p>(ii) Also explain the role of the tool as identified in part (1).</p>