

UNIT-XI
MARKETING MANAGEMENT

Q1. Give two example of shopping products.

Ans. a) Clothes

b) Shoes

c)

Q2. From producer to retailer to consumer identify the type of channel of distribution.

Ans. One Level channel.

Q4. Which channel will you recommend for distribution of perishable goods?

Ans. zero Level or One Level Channel.

Q5. Name any two print medias of advertising.

Ans. Magazines, Newspapers.

Q6. Name the concept of marketing which pays attention to the Social, Ethical and ecological aspects of marketing along with consumer satisfaction.

Ans. Societal concept of marketing

Q7 How does labeling act as a silent Salesman?

Ans Labelling act as a silent salesman because it helps in promotion of products by attracting the attention of customers and providing required information.

Q8 Name the non paid and non personal form of promotional tool.

Ans. Publicity.

Q9 Advertising encourages sale of inferior and dubious products and ‘Advertising confuses rather than help’s . Do you agree? Give reasons.

Or

‘Advertising costs are passed on to the consumers in the form of higher prices” and ‘ Some advertisements are in bad taste’. Do you agree? Give reasons in support of your answer.

Ans.no,explain the arguments in favour and against of advertising.

Conclusion:in the era of globalization advertising is considered as an important tool of marketing.it helps in increasing sales and thereby reducing cost.it is not a social waste rather boosts production and employment.

Q10 . As a publisher, you have published a new book on marketing management. How will you determine the price of this book?

Ans. Hint- For following factors are to be discussed before fixing price of the book.

- a) cost of Production.
- b) Demand of the book.
- c) Price of other competitive books.
- d) Purchasing power of the customer.
- e) Gout regulation etc.

Q11. You have invented a new device to detect impurities in petrol. Which two advertising media would you use and why?

Ans. Two methods of advertising that I would adopt are

- 2) Newspaper and
- 3) Direct selling at the point of purchase of petrol i.e at petrol pump.

Reasons for opting for direct selling at petrol pumps are –

- 1) this method is suitable for introducing new product.
- 2) It will reach directly to the targeted consumer group.
- 3) The working of the new device can be demonstrated to the consumers at the site itself.

Q12. “Introducing a scheme of 50% + 40% less by the koutons” is the example of which sales promotion technique?

Ans: The name of this sales promotion scheme is ‘Discount’.

Q13. Name the Sales promotion technique in which ‘Scratch Cards’ are used?

Ans. It is “Instant draw and assigned gift”.

Q14. ‘Automobiles Ltd. Offered to sell their new bike at about Rs4000 less than the usual price’ is an example of sales promotion. Name the technique and explain two other techniques with examples.

Ans: Hints: The name of this technique is ‘Rebate’. Under it, in order to clear the excess stock products are offered at reduced prices. Explain two other techniques such as full finance @0% and samples.

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