

MARKETING MANAGEMENT

VERY SHORT ANSWER TYPE QUESTION ANSWERS.

1. Define marketing as a social process.
2. What is the purpose of marketing?
3. "Profits could be maximized by attracting and persuading customers to buy the product." Identify the concept of marketing management.
4. "Identify needs and wants and fill them.", "Create products and sell them" are the two important concepts of marketing management. Identify them.
5. Ruchi is General Manager of a company producing toys. She believes in product concept of marketing. What will be her marketing strategy?
6. What is the focal point of decision-making in the organization pursuing marketing concept?
7. Why is gathering and analyzing information necessary?
8. Why is developing customer support services considered to be the key to marketing success in modern days?
9. Name the term used to describe the combination of variables chosen by a firm to prepare its market offering..
10. Enumerate the important product decisions.
11. How does packaging act as a silent salesman?
12. Name the element of marketing mix which affects the revenue and profits of a firm.
13. The physical handling and movement of goods from the place of production to the place of distribution is an important element of marketing mix. Name it.
14. "Various tools of communication are used by the marketers to promote their products, e.g., advertising, personal selling, sales promotion, and public relations." Why do companies use all tools at the same time?
15. What is the most important requirement for personal selling?

16. A Salesman approaches you to promote the sales of water purifier. Which communication tool is the marketer using by sending a salesman at your doorstep?
17. Which tool of promotion will primarily be used for the following?
- a. An existing product meant for mass usage by literate people.
 - b. To introduce a new product to a particular class of people through door to door visits.
18. What arguments do the opponents of advertising give when they say that the expenditure on advertising is a social waste?
19. "A toy car free with Maggie Noodles" is an example of one of the techniques of sales promotion. Name the technique.
20. Enumerate any two public relations tools.

HOTS

21. The manager of Impact Enterprise, dealing in cosmetics, is facing the problem of poor sales. Suggest the four promotional measures that he can undertake to improve the sales. Also, name the factors affecting their choice.
22. A mobile company is launching a new high tech mobile phone in the market. Which department is going to look into the techniques of promoting it? What will be its role? What tools they will employ for the same?
23. Identify the Marketing Management philosophy adopted in the following cases:
- a. Jasdeep, a dealer in school uniforms, decided to maximize his profit by using different aggressive promotional efforts.
 - b. Amar is engaged in manufacturing of refrigerators. He surveyed the market and found that customers need a refrigerator with a separate provision of water cooler in it. He decided to launch the same refrigerator in the market.

VALUE BASED QUESTIONS

24. ABC Ltd. has recently added a fairness cream to its existing line of cosmetics.

Their advertisement shows a prominent Bollywood personality promoting their product in the advertisement, the girls who use this cream are fair and more popular at their workplace/college as compared to those who are not. Hence they are advised to use this cream.

List the values which ABC Ltd. should have kept in mind while advertising their product.

25. A company manufacturing mouth fresheners made attractive label for their product but did not mention its date of manufacture, ingredients and did not write a statutory warning. State the values that have been ignored by the company.
26. A tea producer uses such packets/things for packing tea, which can be used even after consuming the tea inside for other purposes. In this which values are being affected by him?
27. A cosmetics manufacturing company claims in advertisement that its face cream improves the face complexion. On using it was found incorrect. Here, which values are being ignored?
28. A commercial unit uses rocks, trees, electric poles, historical monuments and walls to advertise its products. This advertising policy shows which faults of the company?
29. A soft drink manufacturing company uses dangerous stunts in the advertisements claiming that its drinks make the user fearless and stronger. In your view what could be the bad effects of this?
30. A company uses same promotional schemes like buy one get one free, free samples, free gifts, lucky draws, contests e.t.c to boost the sales of its products and to earn higher profits. This results in unnecessary hike in the prices of the products. In your opinion, is this policy in the interest of society?

31. Rajat, a salesman in a ready-made garments show room made false claims about a coat in the kids segment about no need to get it dry cleaned in order to sell it to a customer at a higher price. The customer bought it but after washing it, the coat got shrunk. What value was lacking in respect of Rajat?

APPLICATION BASED QUESTION ANSWERS

32. "Money spent on advertising is a social waste". Do you agree with this statement?

Give reasons for your answer.

OR

"Advertising encourages sale of inferior and dubious products" and "Advertising confuses rather than helps." Do you agree? Give reasons.

33. 'Generally, consumers prefer to buy goods directly from the producers but it is not always possible.' Give reasons, why is it so by explaining four different factors responsible for this.

34. Mansi, a shoe manufacturer for school students, decided to maximize her profit by producing and distributing at large scale and thereby reducing the average cost of production.

- a. Identify the marketing management philosophy adopted by Mansi.
- b. Explain this philosophy on the basis of Main Focus and Means & Ends.

35. Nisha, a school bag manufacturer decided to improve the product for profit maximization and thus added a water bottle holder to the existing design.

- a. Identify the marketing management philosophy adopted by Nisha.
- b. Explain this philosophy on the basis of Main Focus and Means & Ends.

