



INDIAN SCHOOL DARSAIT
DEPARTMENT OF COMMERCE



SUB: Business Studies	MARKETING	Date of Worksheet: 19/11/2017
Name of Student:		Prepared by: JMC
Class and Div.: XII C & D		Roll Number:

Q.NO	QUESTIONS	MARKS
1.	Zoom Udyog , a car manufacturing company., has started its business with Zoom 800 and slowly launched Zoom – 1000, Wagon – Z, Swy – fy etc:-. And offered various services, availability of spare parts etc.: -. Identify the element of marketing mix referred here.	1
2.	'Introducing a scheme of 50% + 40% less by the 'KOUTONS' is the example of which sales promotion technique?	1
3.	Name the sales promotion technique in which ' Scratch Cards' are used.	1
4.	What is market offering?	1
5.	Which marketing philosophy gives more importance to consumer welfare instead of consumer satisfaction?	1
6.	Differentiate between Advertising and Personal Selling on the basis of 'Feed Back'.	1
7.	'Exchange is an essence of Marketing.'" Comment.	1
8.	How advertising is ' non – personal presentation?	1
9.	Is advertising a ' dialogue'	1
10.	State the meaning of ' Product Identification' function of packaging	1
11.	What is meant by Physical distribution?	1
12.	What do you mean by Branding?	1
13.	What do you mean by brand?	1
14.	What is Brand Name?	1
15.	What is Brand Mark?	1
16.	What is Trade Mark?	1
17.	What is Labelling?	1

18.	What is meant by Price Mix?	1
19.	What is meant by ‘ Promotion Mix’?	1
20.	What is meant by Place Mix?	1
21.	Define Advertising.	1
22.	Define personal selling.	1
23.	Why is marketing called a social process?	1
24.	Which concept of Marketing suggests that the organization should earn profit through consumer satisfaction and social welfare?	1
25.	What is meant by Zero Level Channel of Distribution?	1
26.	What is included in the physical qualities of a good salesman.	1
27.	“Goods are not bought but they have to be sold.” Name the marketing philosophy to which this statement is related.	1
28.	Why it is said that ‘some advertisements are in bad taste’?	1
29.	Name the marketing function which is concerned with informing the customers about the firm’s products.	1
30.	Name the marketing function which is concerned with the cost and location of target market.	1
31.	Every organization desires that it should have goodwill in the minds of all concerned. To establish goodwill, it is essential to have dialogue. It is by way of dialogue that an organization gets the necessary information. How is it possible?	1
32.	It is the belief of ‘Suvidha Garments’ Pvt. Ltd.’ That if the quality of goods and services is good then the customers can easily be attracted. The basis of this thinking is that the customers get attracted towards the product of good quality. On the basis of this thinking the company directs its marketing efforts towards improving the quality of its products. Identify the marketing philosophy as mentioned in para.	1
33.	‘Gulati Saree Kender’ is of the view that leaving the customers alone will not help. Rather there is need to attract the customers towards it. In other words, goods are not bought but they have to be sold. The basis of this thinking is that the customers can be attracted. Keeping in view these thinking, companies concentrate their marketing efforts towards educating and attracting the	1

	<p>customers. This company is therefore of the view: to sell what you have.</p> <p>Identify the marketing philosophy as mentioned in para.</p>	
34.	<p>Mr. Suhadev Lohan is the Sales Manager of ‘Sagar Pvt. Ltd.’ Since sometime, performance of his department has failed to reach the acceptable level. It is a matter of concern for the General Manager. he is keen to mend his dismal situation at any cost. Mr. Lohan made efforts to find out the causes of this situation. He found that the members of his team lacked training and that giving incentive to the buyers was absolutely necessary. To impart training to his team members he set up a training center and appointed a trainer for this purpose. The trainer imparted them necessary training keeping in mind the actual situation. Besides, Mr. Lohan launched a scheme for the customers. Under this scheme, a coupon is to be issued to that customer who buys goods to a specified date. Later on, draw will be taken by a given date and gifts will be distributed among the winners.</p> <p>Identify the said training and sales promotion methods.</p>	3
35.	<p>Advertisement is an important business activity. On the one hand, it makes available to the people information regarding different new and old products and on the other, it is also a source of living for many persons. Impressed by these traits of advertisement Tanu, Manu and Sanchit, three students of class – XII made up their mind to go ahead with project work on advertisement. All the three conversed with the people about advertisement. Each one of them, on the basis of his survey, concluded as under:</p> <ul style="list-style-type: none"> i) Tanu opined that advertisement costs get transferred to consumers in the form of high prices. ii) Manu was of the opinion that advertisement showed reality in a twisted form. iii) Sanchit maintained that advertisement was turning people from reality to artificiality. <ul style="list-style-type: none"> a) What do the above remarks about advertisement hint at? Clarify it. b) Identify two vales that advertisement presents to the society. 	4

36.	<p>Simran , Sakshi and Saritha all are doing MBA(Marketing). All the three are to give their presentation on their topic of marketing. They are discussing about the material to be included in the presentations. Main ideas of their discussions are as follows:</p> <ul style="list-style-type: none"> i) Simran was of the view that, “he should be able to speak in a clear, loud and balanced voice. While communicating he should be fully confident”. ii) Sakshi was of the opinion that, “he should be a good psychologist”. Besides, “he should remain vigilant of the nature of the company for which he works”. iii) Saritha held the view that. “a healthy person very soon gets associated with the customers.” <p>Clarify the topic in whose context the above discussion is being held. Identify three points mentioned in the above paragraph, in your answer.</p>	4
37.	<p>Two years ago Suruchi completed her MBA course. As she had knowledge of the business she began taking interest in her parental business. Her father used to do wholesale business of wheat. Suruchi suggested to her father why not they should also go in for retail business of wheat. Her father agreed. He entrusted full responsibility of the new business to Suruchi. First of all, she conducted market survey and tried to obtain information regarding the kind of wheat, price and weight of its packing, that the people liked. On the basis of the information obtained from the market she concluded that people like desi wheat the most. Many varieties of wheat were already available in the market. In order to show that her wheat was distinct from that of other traders, she gave it in the name of “Sharbati Healthy Food”. Wheat was packed in attractive plastic bags. Weight of each packed wheat bag was either 10 kg or 20 kg, so that it is easily carried and moved from one place to the other. Suruchi pasted a label on each bag giving full information about the wheat packed in. While deciding the price of her products and reasonable rate of profit. Thus a new business came into being, within a few days, Suruchi was known as a successful trader.</p> <p>With reference to the above paragraph identify four functions of marketing.</p>	6
