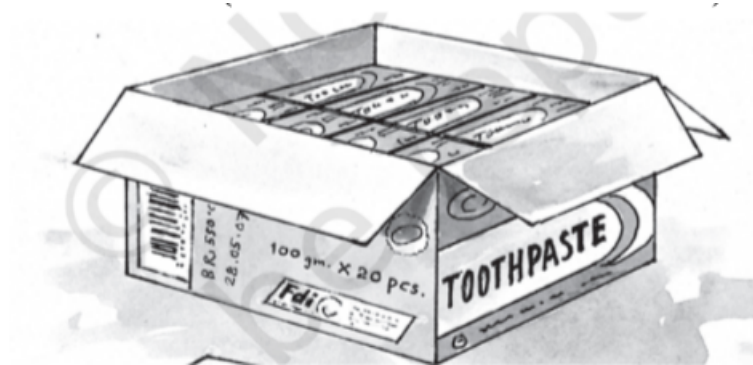


Marketing Management

Worksheet for Competency based question(Answers given at end)

1. Identify the type of packaging from above figure

- A. Primary
- B. Secondary
- C. Tertiary
- D. Transportation

2. Identify the important term related to branding illustrated in picture below



- A. Brand Mark
- B. Trade mark
- C. Brand name
- D. Both (a) and (b)

3. Manufacturer uses wholesalers and retailers to distribute goods to the customers. Which channel of distribution is the manufacturer using?

- A. Zero level channel
- B. One level channel
- C. Two level channel
- D. Three-level channel

4. Match the marketing philosophies against their respective focus and Choose the correct option:

Marketing Philosophy	Focus
A. Production Concept	1. Persuading buyer to purchase
B. Product Concept	2. Customer needs
C. Selling Concept	3. Quality of the product
D. Marketing Concept	4. Quantity of product
A. A1, B2, C3, D4	
B. A4, B3, C1, D2	
B. A3, B4, C1, D2	
D. A3, B4, C2, D1	

5. Match the following examples along with the packaging function performed

A. Toothpaste Tube	1. Promotion
B. Roohafza bottles: glass bottles to plastic bottles	2. Identification
C. Starling Colour schemes on the chips packets	3. Protection
D. Orange and white colour in ICICI fonts	4. Facilitation in use

- A. A1, B2, C3, D4
- B. A4, B3, C1, D2
- B. A3, B4, C1, D2
- D. A3, B4, C2, D1

6. The element of Marketing-mix in which a set of firms and individuals creates possession, place and time utility and helps in market offering.

- A. Product
- B. Price
- C. Place
- D. Promotion

7. Assertion (A) marketing is both pre and post- production activity.

Reason (R) Marketing includes many activities that are performed even before goods are actually produced, and continue even after the goods have been sold.

- A. Both A and R are true. R is the correct explanation of A
- B. Both A and R are true, but R is not the correct explanation of A
- C. A is correct, but R is incorrect
- D. A is incorrect, but R is correct

8. Statement I: To maximise profits in short run, XYZ ltd. should charge high price of each unit of note pad it sells.

Statement II: The demand of product sets the minimum level or the floor price at which the product may be sold.

Choose the correct option from the options given below:

- (A) Statement I is true and II is false
- (B) Statement II is true and I is false
- (C) Both the statements are true
- (D) Both the statements are false

9. Which of the following statements is incorrect?

- A. Advertising is an element of promotion which creates a monologue and not a dialogue.
- B. All trademarks are brand mark also.
- C. If distribution system is highly responsive, the firm can maintain less inventory
- D. Three elements of Product mix are Branding, Pricing and Labelling

10. Availability and affordability of the product are considered to be the key to the success of the firm under _____ concept.

- A. Product
- B. Production
- C. Marketing
- D. Selling

Answer Key

Answer 1: D: Transportation

Answer 2: D: Both (a) and (b)

Answer 3: C. Two level channel

Answer 4: B. A4, B3, C1, D2

Answer 5: B. A4, B3, C1, D2

Answer 6: C: Place

Answer 7: A: Both A and R are true. R is the correct explanation of A

Answer 8: A: Statement I is true and II is false

Answer 9: D Three elements of Product mix are Branding, Pricing and Labelling

Answer 10: B: Production