

1. Sham Ltd. is offering a travel package for 15 destinations worldwide with a free insurance on the bookings for the month of December 2022. Which characteristic of marketing has been described in the above lines?

- (a) Creating a market offering
- (b) Exchange mechanism
- (c) Needs & wants
- (d) Customer value.

2. Ganesh is a wholesaler of food grains. He categorises his stock into different groups on the basis of their quality and also fixes up the prices accordingly. Identify the type of marketing function being mentioned in the given line.

- (a) Physical distribution
- (b) Transportation
- (c) Warehousing
- (d) Standardisation and grading.

3. _____ refers to the combination of four marketing variables which are controllable by a firm.

4. When a brand or a part of a brand is given legal protection it is referred to as a generic mark. (True/False)

5. Suresh is a small entrepreneur involved in the manufacturing of hair wax. He finds that the cost of production of 100 gram of hair wax is Rs 250. He has decided to keep a margin of 15% as profit. Moreover he has assessed that there is a free competition in this product segment. In the context of the above case :-

- (a) Identify the function of marketing being performed by Suresh.
- (b) State briefly the two factors that he is taking into consideration while performing the function as identified part (a)

6. Anu refused to purchase an insulated lunch box for Rs.1250 as she felt that the real worth of the product was much less than its monetary value.

Identify and explain the factor of pricing decision being highlighted in the above case.

7. Neeru and Janak had been watching their grandmother since childhood procuring wheat from the market, washing it well, drying it and getting it converted into atta. They conducted a survey to collect data to identify whether there is demand for readymade atta and realised that with the growing number of working women, it is the need of the hour to manufacture high

quality atta .They named their product 'Srijan' and setup' Srijan Atta Factory 'at the at Jaunpur village .To penetrate in the market,they decided to keep the price low.For maintaining smooth flow of their product into the market and avoiding delays in delivery.It was decided to store wheat at SKM Services which had scientific processes and logistics facilitating quick delivery. They also set up an online complaint portal to take care of consumer grievances.

By quoting the lines from the above paragraph state 5 marketing functions performed by Neeru and Janak for successful marketing of 'Srijan Atta.

8.Which of the following will not affect the choice of channel of distribution?

- | | |
|------------------------|-----------------------|
| 1.Market factors | 2.Trade mark |
| 3.Environmental factor | 4.Competitive factors |

9.Arun and Rukun are good friends. After doing a fashion designing course from a reputed institute, they have set up a garment factory in the rural area of Faridabad to manufacture trendy casual wear like jeans, T-shirts, shirts etc. under the brand name 'Swatantra'. They have employed people from the nearby villages themselves in the factory. Moreover, they wish to sell the products through local retailers in the villages and also through 'Flipkart' In the context of above case:

(a)Identify the elements of the marketing mix being taken into consideration by Arun

(b)Name the two methods of marketing adopted by them.

10.After doing a diploma in entrepreneurship,Farhad started his own confectionary business. He used the recipes used by his grandmother in various preparations. He also learnt many recipes from online sites and television programmes. He decided to keep the price of the products low initially and also informed his customers about the goodness of the items sold by them. However, he didn't mention on the package of each item whether it contained eggs or not. As a result, vegetarian people became hesitant in buying things from his shop as they had to verbally inquire from him about the inclusion of eggs in the preparation of various items.

In the context of the above case:

(a)Name the important aspect related to the marketing of products which has been ignored by Farihad.

(b)Explain briefly any three functions performed by the aspect as identified in part (a)

(c)Mention the right of consumers being violated by Farihad.

Q11.An important task in the marketing of goods relates to designing a label as it provides useful and detailed information about a product.' In the light of the

above statement, draw a label for a 'liquid soap' and highlight the important information to be provided on it. (CBSE, Delhi 2010)

3

Q12. Tomato Ltd., a food delivery service app has recently faced criticism for the tampering of their product, by their delivery boys. Tomato Ltd. decided to put a hologram seal on the food packets in order to protect the contents from spoilage, leakage, pilferage, damage, along with a tag with a safety warning for the consumers to check the seal.

- A. Which concept of marketing is discussed in the above case?
- B. State the function performed by the concept identified above.
- C. Explain two other functions of that concept.

Q13. In a school quiz competition the participants were shown empty cans and bottles and were asked to identify the brands. All the participants did so easily. Identify the function of packaging which helped the participants. Explain one other function of packaging.

Q14. Mariam is planning to launch edible cutlery which is a healthy and environmentally friendly substitute of one time plastic cutlery which not only adds to the plastic waste but also has a lot of health concerns. She needs an investment of approximately ₹5Cr. As it was difficult for her to raise the entire capital alone, she gave the partnership offer to her school friend Sanjana. Sanjana, who is an angel investor, after being convinced about the feasibility of the project accepted her offer. She suggested the brand name 'Munchify'.

- a. Name the other two important decisions related to a product.
- b. Explain the various levels of designing and producing the container/ wrapper of the above mentioned product.

Q15. Mona bought a new Apple smart watch. Explain the three benefits she has received from the purchase of the product.