

## SELF-ASSESSMENT TEST

Duration : 1:00 hour

Maximum Marks : 25

Select the correct option to answer the following question:

1. A salesman of 'Pet Lovers Limited' dealing in pet foods is paid a fixed salary of ₹ 18,000 per month and furthermore, ₹ 15 extra per unit of the product sold beyond the target sales. Which type of cost is being described in the above example? (1)
- (a) Variable cost  (b) Semi-variable cost   
(c) Fixed cost  (d) None of the above

Fill in the Blanks with suitable words:

2. The name of the whole class of a product is known as \_\_\_\_\_ name. (1)
3. The part of a brand which can be recognised but which is not utterable is called \_\_\_\_\_. (1)
4. The most important function of \_\_\_\_\_ is to provide information required by law. (Labelling/ Branding) (1)

State whether the given statement is 'True' or 'False':

5. Bata sells shoes through its own retail outlets are using one-level distribution channel. (1)

Match the following:

6. Match the following marketing management philosophies along with their main focus point by using the codes given below : (1)

### Column I

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

### Column II

1. Aggressive promotion  
2. Customer needs  
3. Quality performance  
4. Quantity

Codes:

- A B C D  
(a) 3 4 2 1  
(b) 4 3 2 1  
(c) 2 1 4 3  
(d) 2 4 1 3

7. Lakshay expressed his desire to buy a costly mobile phone on his birthday as he wanted to show it off to his friends. Identify the type of product benefit being reflected in this case. (1)
8. What are the two major decision areas under 'physical distribution' function of marketing? (1)
9. What is the demerit of not having a good physical distribution system? (1)
10. What are the factors affecting the decision regarding what combination of various elements of promotion is used by a firm? (1)

11. (i) Name and state the process that is used by a producer when he wants to market his products by a name other than its generic name. Also state *any two* terms that are related to the process.
- (ii) What is 'Market Offering'?
- (iii) In order to promote the sale of sports shoes, Sagar Limited is offering an opportunity to have dinner with Shikhar Dhawan and Rohit Sharma to two of its customers whose names will be decided randomly through a lucky draw. Besides the product itself, what is being marketed by the company through this offer. (4)
12. (i) 'Parvesh Ayurved Ltd.', a new and leading manufacturer of herbal and ayurvedic medicines and grocery products, has captured a large share of the market in a short span of time. The Research and Development (R & D) department of the company spends considerable time and efforts in developing eco-friendly, chemical-free and healthy alternatives for a variety of products, of daily use, like toothpaste, biscuits, noodles, soaps, shampoos and detergents, etc. Their business orientation differs from competitors who are short-sighted and serve only consumer's needs. Instead, 'Parvesh Ayurved Ltd.' considers larger issues of long-term social welfare, paying attention to social, ethical and ecological aspects of marketing.
- (a) Identify and explain the marketing management philosophy adopted by 'Parvesh Ayurved Ltd.'
- (b) State *any one* value that are being promoted by the company.
- (ii) 'It refers to short term incentives, which are designed to encourage the buyers to make immediate purchase of a product or service.' Name it.
- (iii) Name the verbal component of a brand.
- (iv) As the winters were approaching, Alok bought a leather jacket for himself. Identify the type of product utility being highlighted there. (5)
13. Mr. Shenoy was a pen manufacturer. He used to make ball points pens in a small factory in the basement of his house. Daily he would go to the market place and distribute pens to the retailers. Some of the pens were sold by him on his own by meeting persons on road. He had not kept any name for his pens. They were just blue, black and red pens. One of his friends suggested him to keep a good name for his pens. He kept his own name for his pen and started selling pens with the name of Mr. Shenoy pens. Then there were three categories of pens - Mr. Shenoy Red, Mr. Shenoy Blue and Mr. Shenoy Black. Gradually his business started to pick up even more and he made good revenue.
- (i) Identify and state the functions of marketing highlighted above.
- (ii) Identify the element of promotion mix highlighted above.
- (iii) What two types of names do you see in the above case? (6)



# 11. MARKETING MANAGEMENT

## Worksheet

Name ..... Class ..... Sec. .... Roll No. ....

Duration : 1 hr. 30 min.

Maximum Marks : 40

### Tick (✓) the correct option

1. What can be marketed? (1)  
(a) Any physical object with a definite shape   
(b) Any physical object which creates value to customers   
(c) Any physical object that has a selling price   
(d) Any physical object that can be tested
2. Marketing functions does not include? (1)  
(a) After sales service  (b) Selling   
(c) Negotiating with government officials  (d) Recruiting sales team
3. The product concept focus on (1)  
(a) Quantity of a product produced   
(b) Quality and performance of a product produced   
(c) Place where the product is produced   
(d) Company which produced the product
4. Pricing objectives does not include (1)  
(a) Market share leadership  (b) Surviving in a competitive market   
(c) Cover the entire cost of a product  (d) To deliver goods to rural areas
5. Which of the following is the right marketing mix for a Refrigerator? (1)  
(a) Product, price, promotion, process  (b) Product, price, place, process   
(c) Price, place, promotion, process  (d) Product, promotion, price, place
6. A brand or part of a brand that is given legal protection is called (1)  
(a) Brand name  (b) Trade mark   
(c) Brand mark  (d) Logo
7. A bottle of hair oil is an example of (1)  
(a) Primary packaging  (b) Secondary packaging   
(c) Transportation packaging  (d) Sales promotion
8. Providing information required by law is the main function of (1)  
(a) Branding  (b) Packaging   
(c) Labelling  (d) Customer support service
9. A new product is easy to introduce in the market through (1)  
(a) Branding  (b) Labelling   
(c) Personal selling  (d) Public relations

10. Which of the following statements about labelling is true? (1)
- (a) Labelling helps in rising standards of health and sanitation
- (b) Labelling provides the information required by law
- (c) Labelling helps in grading of products
- (d) Labelling helps in protecting product
11. Which of the following is not a function of packaging? (1)
- (a) Product protection  (b) Product promotion
- (c) Product differentiation  (d) Product identification
12. Which of the following is not an element of marketing mix? (1)
- (a) Product  (b) Price
- (c) Power  (d) Place

### Fill in the Blank

13. The most commonly adopted distribution network for most consumer goods like soaps, rice, etc. is \_\_\_\_\_ level channel. (1)

### True/False

14. There is difference in maximising profits in the short-run and in the long-run. (1)
15. The price set for the product must reflect only the interest of the seller. (1)
16. After sales service is a part of product mix. (1)
17. Advertising is an impersonal non-paid form of communication. (1)
18. Government declared petrol as an essential product. It has all the rights to fix its price. (1)

### Match the following

19. Match the following on the basis of the statement by using the given option: (1)

#### Column-I

- I. Designing quality, size and shape
- II. Press conference, counselling.
- III. Paid form, impersonal

#### Column-II

- A. Brand
- B. Brand mark
- C. Product
- D. Public relations
- E. Advertising

#### Options:

- |     |   |    |     |
|-----|---|----|-----|
|     | I | II | III |
| (a) | D | C  | A   |
| (b) | B | D  | E   |
| (c) | C | D  | E   |
| (d) | E | A  | D   |

20. Name *any one* benefit which a customer seek to satisfy from the purchase of a product. (1)
21. State *any four* characteristics of a good 'brand name'. (4)

Ans. \_\_\_\_\_