

**QUESTION BANK**

**Course code :201 Course Name: MARKETING MANAGEMENT  
UNIT I- PRODUCT**

Sr.no	Question Type	Question	Marks
1	REMEMBERING	<p><b>MCQs</b></p> <p>1. Which of the following is a Shopping Product? a) T. V. Set      b) Raw Material      c) Sugar      d) Milk</p> <p>2. The following of these are used for packaging of wheat: a) Wooden Boxes      b) Cardboard Boxes      c) Jute Sacks      d) Plastic Buckets</p> <p>3. Office equipment falls under this category of products : (a) Consumer      (b) Industrial      (c) Speciality      (d) Convenience</p> <p>4. These can be produced in anticipation of demand and can be stored : (a) Products      (b) Services      (c) Both of the above      (d) None of the above</p>	2
2	REMEMBERING	<p><b>MCQs</b></p> <p>1. Which P is a complex of tangible and intangible attributes, including packaging, colour and services that satisfy needs and wants of people?      a. price      b. product      c. Promotion      d. Place</p> <p>2. When diverse products belonging to same category are manufactured by a company but have different brand names are called a. Store brand      b. Family brand      c. Individual brand      d. Family brand</p> <p>3. Which type of packaging was used to protect the product from damage en-route and to facilitate handling at various points of distribution? a. Conventional packaging      b. Branded packaging c. Trendy packaging      d. All of these</p> <p>4. Which of the following is NOT included in product decisions? a) Styling      b) Brand name      c) Warehousing      d) Packaging</p>	2
3	REMEMBERING	<p><b>MCQs</b></p> <p>1. _____ includes review of sales, profit projections and cost for a new product, to find out whether it satisfied the company objective or not. a. Product Development      b. Business Analysis c. Marketing Strategy      d. Test Marketing</p> <p>2. _____ is one of the challenges presented by the Product Life Cycle for a product. a. Product development      b. New product development</p>	2

		<p>c. Product testing d. Poor margins</p> <p>3. _____ Stage introduces a new product in the market.</p> <p>a. Business Analysis b. Commercialisation c. Marketing Strategy d. Idea generation</p> <p>4. New product development involves:</p> <p>a. Efforts to create family legacy values</p> <p>b. Efforts to develop unique and novel products based on common platforms</p> <p>c. Efforts to address changes to minor flaws in existing products</p> <p>d. Efforts to create a new twist on an existing product design</p>	
4	REMEMBERING	<p><b>MCQs</b></p> <p>1. At what stage of the new- product development process are most new product ideas rejected?</p> <p>a. Business Analysis b. Commercialisation</p> <p>c. Idea Screening d. Idea generation</p> <p>2. ATM's, Battery pace-makers, VCR's, and once-a-day medications are all examples of:</p> <p>a. Failures b. Modifications</p> <p>c. Success stories d. Time impaired projects</p> <p>3. _____ is the process of finding and fixing the complete identification of any product.</p> <p>a. Marketing b. Selling c. Branding d. Product mixing</p> <p>4. Brands have to keep updating their _____ overtime vis a vis newer and stronger competitors.</p> <p>a. Unique Selling Proposition b. Point of Differentiation</p> <p>c. Consumer research d. Repositioning"</p>	2
5	REMEMBERING	Give two examples of Shopping products & unsought goods each.	2
6	REMEMBERING	List any two functions of labelling in the marketing of products.	2
7	REMEMBERING	<p><b>Name the Concept:</b></p> <p>1. It is necessary that goods &amp; services must be made available to the customer at the right place, in right quantity and at the right time</p> <p>2. It provides written information about the product helping the buyer to understand the nature of the product its distinctive features</p> <p>3. Helps to boost the sales of a product.</p> <p>4. Helps to create a unique identity of the products.</p>	2
8	REMEMBERING	Explain what kind of industrial products the following will be: a) battery b)Earth movers c)advisory services d) Lubricants,	2
9	REMEMBERING	Explain what kind of consumer products the following will be: a)shoes b)mutual funds c)Vim Bar d) Car	2
10	REMEMBERING	Enlist any 4 external sources for idea generation	2

11	REMEMBERING	Name the layers of the product in a sequence.	2								
12	REMEMBERING	Enlist any 4 internal sources for idea generation	2								
13	REMEMBERING	<p><b>True or False:</b></p> <p>1. Entering a new market is often to rejuvenate a portfolio: a. True b false</p> <p>2. Product quality is reflected in the product price customers are willing to pay: a. True b false</p> <p>3. Carefully designed products do NOT facilitate the rapid development of derivative products with various features and functions a. True b false</p> <p>4. The sooner the product is brought to the market the better, even if quality is sacrificed. We can always improve it. a. True b false</p>	2								
14	REMEMBERING	List the stages of the new product development process	2								
15	REMEMBERING	<p>Match the following:</p> <table border="1"> <tr> <td>1. Product idea</td> <td>a. the way consumers perceive an actual or potential product.</td> </tr> <tr> <td>2. Product concept</td> <td>b. A product mix or assortment is the set of all products and items that a particular seller offers for sale.</td> </tr> <tr> <td>3. Product image</td> <td>c. an indication for a possible product that the company can see itself offering to the market</td> </tr> <tr> <td>4. Product mix</td> <td>d. detailed version of the idea stated in meaning consumer items.</td> </tr> </table>	1. Product idea	a. the way consumers perceive an actual or potential product.	2. Product concept	b. A product mix or assortment is the set of all products and items that a particular seller offers for sale.	3. Product image	c. an indication for a possible product that the company can see itself offering to the market	4. Product mix	d. detailed version of the idea stated in meaning consumer items.	2
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16	REMEMBERING	List the two Products classifications on the basis of users of the products	2								
17	REMEMBERING	<p><b>Identify the concept:</b></p> <p>Saumya decided to start a business of selling dress material from her house. She did various online surveys to find out about the preferences of prospective customers. Based on this, she prepared a detailed analysis of the business. She then made important decisions including deciding about the features, quality, packaging, labelling and branding of the dress material. Identify the element of <b>Marketing Mix</b> discussed above.</p>	2								
18	REMEMBERING	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. Which concept of marketing discussed above is performing the important function of communicating with the potential buyer and	2								

		promoting the sale.	
19	REMEMBERING	Explain the product obsolescence	2
20	REMEMBERING	Good Living Ltd. manufactures mosquito repellent tablets tables. These tablets are packed in strips of 12 tablets each. Each of these strips is packed in a cardboard box, 48 such boxes are then placed in a big corrugated box and delivered to various retailers for sale. State the purpose of packaging the tablets in a corrugated box.	2
21	REMEMBERING	Identify the Concept: 1. This refers to the number of product items within each product line 2. This includes all product item's a company offers 3. This is a group of products that are related 4. This is the total number of product lines	2
1	UNDERSTANDING	You have been appointed Brand Manager of ABC Motors. The Company is to introduce a Compact small car in the Indian Market. The name of the car is yet to be decided. You have been asked to chair a Brain Storming Session. Before the suggestions come forward you have to briefly explain the participants as to what constitutes a good brand name with the help of suitable examples.	5
2	UNDERSTANDING	Explain the different types of consumer products.	5
3	UNDERSTANDING	Rajesh was a chemical engineer working for a company selling insect killer spray. He was aware how this product could harm the health of the users and was constantly looking for ways to improve the product. Filled with innovative zeal, he worked hard and developed a mosquito repellent which produces sonic waves to drive away mosquitoes. It is non-smoky and does not emit any kind of fragrance or odour. It was safe to use as the sonic waves do not affect human beings or plants. He decided to name his product as 'Dengularia Free'. The product was to be packed in a corrugated box with an extension cord as free gift. Its price was fixed at Rs. 260 per unit. A replacement warranty for one year will be given as an introductory offer. He decided to sell this product through agents who will sell to both, the wholesalers and retailers depending upon the market to be catered. Quoting the lines from the above para, identify and explain the <b>elements of marketing mix used by Rajesh.</b>	5
4	UNDERSTANDING	What are constituents of product mix? Explain the meaning of the following : a) Product width b) Product depth c) Product length d) product consistency	5
5	UNDERSTANDING	Explain the Product Hierarchy for a life insurance product.	5

6	UNDERSTANDING	Write in your own words the product layers for a Pizza or a mobile phone.	5
7	UNDERSTANDING	Discuss the core tangible and augmented product for your favourite brand of bathing soap	5
8	UNDERSTANDING	How would you differentiate between consumer and industrial products	5
9	UNDERSTANDING	Explain in detail the Booz Allen Hamilton's Classification of 'New Product'	5
10	UNDERSTANDING	Elaborate the classification of Business Markets.	5
11	UNDERSTANDING	State the meaning of 'Product Promotion' function of packaging.	5
12	UNDERSTANDING	Describe five categories of new products that a firm may offer.	5
13	UNDERSTANDING	Explain the Concept of Brand equity	5
14	UNDERSTANDING	Explain the Booz Allen & Hamilton Classification Scheme for New Products.	5
15	UNDERSTANDING	What shopping products have been purchased by you/your family in the last six months? Make a list and specify what factors influenced the purchase of each of these products.	5
1	APPLY	Using the new product development process explain it with an example of mid-size car of your choice.	10
2	APPLY	As a marketing manager of a company, you are given the task of launching a new herbal tooth-paste in the Indian market. Prepare a detailed plan of the activities that you will undertake to achieve your target successfully. Also explain the various marketing functions involved in your marketing strategy for launching the herbal tooth-paste.	10
3	APPLY	Company X is a market leader in Indian Sauce Market and has a successful brand in the category. Research shows that there is a need for sauce with unique taste which could be taken with Indian as well as western snack food. The company has called for ideas from the team for new flavors. Elaborate the new product development process that should be followed for a successful launch of the new flavour	10
4	APPLY	"Packaging and Branding helps to stimulate the sales" – Explain with suitable illustrations.	10
5	APPLY	Enumerate and discuss the major packaging decisions appropriate	10

		for the following i) FMCG company ii) Consumer durable company	
6	APPLY	<p>Office Needs, is a small chain of distributors of good-quality office furniture, carpets, safes and filing cabinets. Within each category, the company offers a wide variety of products with a great many variations of each product being offered. For instance, the company currently offers around 42 different designs of chairs and 23 varieties of office desks, The company keeps in touch with advances made in the office furniture field worldwide and introduces those products which are in keeping with the needs of the market in terms of design, workmanship, value for money and technical specifications.</p> <p>Office Needs trades only in quality furniture which is sturdily constructed. Differences between its products and cheaper, lower quality ones are well known to those who have several years of experience in the business.</p> <p>An Important feature, the company feels, is the availability of a complete list of components of the furniture system. This enables the customer to add bits and pieces of matching designs and colour in the future. Such components are available for sale separately, Systems are maintained in stock by the company for a number of years, and spare parts for chairs and other furniture are always available.</p> <p>The trade is currently witnessing a downtrend due to recession and players from local unorganised sector. Office Needs has also experienced the same over the last two years. In addition, it had to trim the profit margins. Last year, it barely broke even and this year it is heading for a small loss for the first time in the company's ten year history.</p> <p>Explain the term Product item, Product line and Product mix in the context of the above situation.</p>	10
7	APPLY	<p>What type of packaging would you recommend in the following cases and why?</p> <p>(i) Sea food for exports (ii) Premium ink pen</p>	10
8	APPLY	<p>What information is generally placed on the package of a food product? Design a label for one of the food product of your choice.</p>	10
9	APPLY	<p>For buyers of consumer durable products, what 'customer care services' would you plan as a manager of a firm marketing new brand of motorcycle. Discuss.</p>	10

1	ANALYSE	Why do new products fail? What are the five key decisions that a new product manager should take to minimize the risk of a new product failure?	10
2	ANALYSE	<p>After doing a diploma in entrepreneurship, Farihad started his own confectionary business. He started doing a lot of hard work and used the recipes taught 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.</p> <p>In the context of the above case:</p> <p>a. Name the important aspect related to the marketing of products which has been ignored by Farihad.</p> <p>b. Explain briefly any three functions performed by the aspect as identified in part (a).</p>	10
3	ANALYSE	<p>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 itself in the factory. Moreover, they wish to sell the products through local retailers in the villages and also through 'Flipkart'.</p> <p>In the context of above case:</p> <p>a. Identify the elements of marketing mix being taken into consideration by Arun.</p> <p>b. What can you point out about the elements of marketing mix not being taken into consideration by him.</p>	10
4	ANALYSE	Analyze a product or service offered by organization in terms of the five levels of product. What is the core benefit? How important are product/ services at the augmented product level to the overall offer?	10
5	ANALYSE	Discover why products sometimes fail even after conducting successful test marketing.	10
6	ANALYSE	Is product testing and test market fruitful for marketers?	10
7	ANALYSE	A leading consumer durable company is wanting to extend its brand in the packaged food business. Analyse success of the Brand.	10
1	EVALUATE	Discuss the assembly of a company's product mix, giving reasons	10

		for mix optimization and ways in which this might be achieved.	
2	EVALUATE	<p>Nischay, after completing his masters in computer engineering decided to start his own business. He visited his uncle Mr. Jaiprakash who has been running a successful business in web designing. He shared with Nischay that the main reason for his success in the business lies in his approach to building a lifetime relationship with his clients. Therefore, his business is not only restricted to designing web sites according to the specifications of the clients but also providing continuous online assistance to them and handling their grievances effectively and doing all this at a profit. He provides these services at competitive prices. Anybody interested in getting web solutions can contact him through his website. Moreover, whenever the market is sluggish he tries to create demand by offering short-term incentives to the buyers.</p> <p><b>In the context of the above case:</b> Briefly explain the various elements of the marketing mix being pursued by Mr. Jaiprakash</p>	10
3	EVALUATE	Describe, using examples, the contributions of packaging to the marketing of consumer products.	10
4	EVALUATE	Discuss FIVE factors that can influence the rate of adoption of a new product by consumers.	10
5	EVALUATE	Because of expenses, the new product development stages for convenience goods should be reduced to idea generation, screening, and then, product development and commercialization (national roll-out). The savings (from streamlining the development process) will be used in an exorbitant, initial pull promotion campaign. After that, coupons will be offered every third week. With the pull strategy and couponing, the consumer will view the brand and product category as synonymous .Do you agree or disagree with this strategy? Why or why not?	10
6	EVALUATE	Discuss product packaging, and essentials of package designing, taking a case of perfumes.	10
1	CREATE	<p>You will design a marketing mix for any <b>ONE</b> of the following products. Justify your answer (Make assumptions wherever necessary).</p> <p>(a) Air conditioners (b) milk (c) Laptop (d) Branded T-shirt.</p>	10
2	CREATE	<p>Design a test marketing plan for the launch of the following products(any two) :</p> <p>a. Electric Car b. Transparent toothpaste c. Space simulator for children</p>	10



3	CREATE	You are the Marketing Manager of Jainsons Ltd which has been carrying a number of electronic products on its products line. The company wants to diversify and expand its product mix. Describe what product line extension and brands extension strategies should it undertake.	10
4	CREATE	'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.	10
5	CREATE	An International company is planning to introduce an ultra-modern luxury car. How will you develop this new product through the steps involved in new product development.	10

## UNIT II PRICE

Sr.no	Question Type	Question	Marks
1	REMEMBERING	<b>MCQs</b> 1. If one of the firms in an industry sets the price of the product and all other firms sell at the same price, it will be called. a) Non-competitive price                          b) Option less price c) Follow-the-leader price                          d) Non-discriminatory price 2. Skimming-the-cream pricing policy should not be adopted when a) The product is new and is a speciality product. b) Heavy expenses have been incurred on the development and introduction of the product. c) Demand is to be restricted to the level which can be easily met. d) The demand for the product is highly elastic. d) The demand for the product is highly elastic 3. Under this pricing policy, different customers are charged different prices:                          a) Skimming-the-cream                          b) Penetrating c) Follow-the-leader                          d) Discriminating 4. "This one of the following is not an objective of pricing : (a) To achieve target rate of return on invested capital (b) To face competition (c) To reduce the cost of raising capital (d) To maintain or improve share of the market"	2
2	REMEMBERING	<b>MCQs</b> 1.This one of the following is not an objective of pricing : (a) To achieve target rate of return on invested capital (b) To face competition (c) To reduce the cost of raising capital	2

		<p>(d) To maintain or improve share of the market"</p> <p>2. The policy of charging very high price in the initial stages of the life of a product is called (a) Skimming-the-Cream Price Policy (b) Penetrating Price Policy (c) Follow-the-Leader Price Policy (d) Non-competitive Price Policy</p> <p>3. Which pricing method are customary pricing and price lining examples of? a. Dual pricing b. Leader pricing c. psychological pricing d. Prestige Pricing</p> <p>4. The type of promotional technique to be used is dependent on which "P" of marketing mix A) Product B) place C) Price D) Promotion"</p>									
3	REMEMBERING	<p><b>MCQs</b></p> <p>1. If the demand for a product is inelastic firms fix a price of the product which will be A) High B) Low C) To cover the cost D) None of these</p> <p>2. Which type of pricing policy is suitable where little is known about the price elasticity of the product A) Differential pricing B) Penetration pricing C) Perceived value pricing D) Skimming pricing"</p> <p>3. What type of pricing strategy is best employed for a new product that consumers may be uncertain as to its value? a. penetration b. predatory c. variable pricing d. skimming</p> <p>4. Price is one of the prime determinants of sales revenue. What is the other? a. advertising b. profit c. cost d. quantity</p>	2								
4	REMEMBERING	List any ways in which price discrimination occurs.	2								
5	REMEMBERING	Identify and explain the type of pricing strategy, which is determined on the basis of customers perception of value rather than the sellers cost.	2								
6	REMEMBERING	<p>Match the following:</p> <table border="1"> <tr> <td>1. Cash discount</td> <td>a. discount given to wholesaler or retailers for channel functions</td> </tr> <tr> <td>2. Trade discount</td> <td>b. discount given to customers or industrial buyers</td> </tr> <tr> <td>3. quantity discount</td> <td>c. discount given to customers for buying products or services</td> </tr> <tr> <td>4. seasonal discount</td> <td>d. discount given to customers for buying large quantity of goods at a time.</td> </tr> </table>	1. Cash discount	a. discount given to wholesaler or retailers for channel functions	2. Trade discount	b. discount given to customers or industrial buyers	3. quantity discount	c. discount given to customers for buying products or services	4. seasonal discount	d. discount given to customers for buying large quantity of goods at a time.	2
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7	REMEMBERING	In what situation should the company follow penetration pricing for	2								

		new to the market product.	
8	REMEMBERING	How should the prices of new product be decided?	2
9	REMEMBERING	Explain the concept of retail price maintenance with an example.	2
10	REMEMBERING	Cite two examples of continuously selling above the market price.	2
11	REMEMBERING	Name the pricing strategy for following products: a. a new home lawn sprinkling system b. a high tech laptop c. a new type of children toy d. a new meat substitute	2
12	REMEMBERING	Name the type of geographical pricing policy most appropriate for the following products: a. a chemical by-product b. nationally advertised candy bars c. rebuilt auto parts d. tricycles	2
13	REMEMBERING	Indicate what the final consumers really obtains when paying the list price for the following products: a. an automobile b. a portable radio c. a package of frozen green peas d. lipstick in a jewelled case	2
1	UNDERSTANDING	Ultimate Limited is a new company and is in the process of determining prices for its Products. Explain the steps it will follow in the pricing process.	5
2	UNDERSTANDING	State any five factors which affect the determination of the price of the product.	5
3	UNDERSTANDING	Compare and contrast TWO pricing methods that can be used for products marketed in highly competitive markets.	5
4	UNDERSTANDING	Difference between penetration pricing and skimming pricing	5
5	UNDERSTANDING	Retro Inc., is a multinational corporation that creates consumer electronics, personal computers, servers and computer software. The company also has a chain of retail stores known as Retro Stores. Despite high competition, Retro has succeeded in creating demand for its products, giving the company power over prices through product differentiation, innovative advertising and ensured brand	5

		loyalty. Describe briefly the pricing objective pursued by the company.	
6	UNDERSTANDING	Gopal is a small entrepreneur involved in the manufacturing of hair wax. He finds that cost of production of 100 gm 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 above case: 1. Identify the marketing mix 2. State briefly any four factors that Gopal is taking into consideration	5
7	UNDERSTANDING	What are controllable factors of pricing? Explain briefly.	5
8	UNDERSTANDING	How do the pricing objective of a firm affect the price of the product? Explain.	5
9	UNDERSTANDING	Spell out the conditions under which "Market Skimming Pricing" can be applied?	5
10	UNDERSTANDING	Spell out the conditions under which " and "Market Penetration Pricing" can be applied?	5
1	APPLY	Discuss in brief the various pricing strategies used by marketers. Suggest suitable pricing strategy for i) Mobile Phone ii) Mid-sized passenger car	10
2	APPLY	Discuss pricing strategies. Discuss characteristics of pricing decision in case of new product launch.	10
3	APPLY	How will you set up an initial price of a product in E-commerce business?	10
4	APPLY	Discuss products and services where price acts as the major meaningful point of differentiation within a range of products or services.	10
5	APPLY	After deciding the basic price of the product, it is necessary to decide the policy of pricing the product to customers located in different geographic locations." In view of this statement, discuss various geographic pricing methods available to marketers.	10
6	APPLY	Describe how to establish the initial "approximate price level" using demand oriented, cost - oriented, profit - oriented and competition	10

		oriented approaches.	
1	ANALYSE	If the market is competitive and the company is entering into the business as a late mover, what kind of pricing strategy should it follow in the long as well as short term?	10
2	ANALYSE	Classy Ltd. decided to diversify into manufacturing vitamin enriched water apart from their original business of cold drinks. The finance and marketing department sat and decided to adopt either of these two pricing techniques - adding a certain percentage of profit to the cost of production or to sell at a lesser amount so as to capture huge market. They put forth their finding to the CEO. Identify the technique and state the advantages and disadvantages for each pricing method.	10
3	ANALYSE	The pen market in India is around Rs. 700 crores and 60 to 650/o of the market belongs to ball pens. Growth is in the range of 20o/o annually. The "X" brand created a kind of revolution by bringing in an offering priced higher than a number of competing brands and also offered greater reliability and superior flow. The brand is a market leader. "Y" was a follower brand priced below "X" and it has become a 50 crore brand. The brand also provided a "secondary" differentiation by introducing a number of colours. Explain the pricing strategy of to this situation. and its relevance.	10
1	EVALUATE	Compare and contrast TWO pricing methods that can be used for products marketed in highly competitive markets.	10
2	EVALUATE	Critically appraise TWO pricing methods that can be used for a range of fast-moving consumer products.	10
3	EVALUATE	State the alternative strategies for pricing a new product and examine the conditions under which they are suitable.	10
1	CREATE	Design an appropriate pricing strategy if a company is going to launch a new model of TV set with new and high technology.	10
2	CREATE	ABC Ltd. is introducing a new car in the market, Design a suitable pricing strategy.	10
3	CREATE	Beauty Products Ltd. is a natural and ethical beauty brand famous for offering organic beauty products for men and women. The company uses plant-based materials for its products and is the No.1 beauty brand in the country. It not only satisfies its customers but also believes in the overall protection of the planet. Design a suitable pricing strategy with proper justification.	10

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**UNIT 3 – PLACE MIX**

Sr.no	Question Type	Question	Marks
1	REMEMBERING	<p><b>MCQs</b></p> <p>1. In this neither the buyer visits the seller's place nor the seller visits the buyer's place : (a) Departmental store (b) General store (c) Mail order business (d) Super market</p> <p>2. It is a large scale retail establishment where customers can buy almost all their requirements under one roof : (a) Multiple shop (b) Departmental store (c) Convenience store (d) General store</p> <p>3. Buying, selling and risk bearing functions performed by channels of distribution come under this category . a. Facilitating function b. Transactional function c. Logistical function d. none of the above</p> <p>4. Breaking the bulk is function of a) Wholesaler b) Retailer c) Agent d) Distributor</p>	2
2	REMEMBERING	<p><b>MCQs</b></p> <p>1. Which of the following is NOT considered a type of re-seller: a) Whole seller b) Manufacturer c) Retailer d) Distributor</p> <p>2. Factors pertaining to product that affect the channel of distribution are a) Price, Perishability, size and weight b) Design, comfort, size c) After sales services and technical nature d) Both a) &amp; c)</p> <p>3. Which of the following does not come under the category of fixed shop retailers? a) General Stores b) Chain Stores c) Market Traders d) Departmental Stores</p> <p>4. This type of middleman only carry complementary product lines a. Agent b. Wholesaler c. Distributor d. Retailer</p>	2
3	REMEMBERING	You ordered some grocery items through certain online retailer. The retailer packed and delivered it to you directly. Which of the design options for the distribution network is illustrated here?	2
4	REMEMBERING	List any 2 functions of independently owned firms that take title to the merchandise they handle	2
5	REMEMBERING	Identify the function which is involved in the physical exchange of goods.	2
6	REMEMBERING	List any two examples of zero level channel of distribution.	2
7	REMEMBERING	<p><b>Name the Concept:</b></p> <p>1. A retail store exclusively selling ' Ayurvedic medicines' is a typical example of a _____.</p> <p>2. _____ distribution is used when a small percentage of customers account for a large part of sale.</p>	2

		3. Who provides time and place utility? 4. Practice of using another firm's successful business model.	
8	REMEMBERING	List the components of physical distribution.	2
9	REMEMBERING	As a newly-appointed Marketing Manager, suggest which type of products should be distributed through any two system a) Selective distribution b) Intensive distribution c) Exclusive distribution	2
10	REMEMBERING	List any four products which seem suitable for Automatic vending and yet are not yet sold in this manner.	2
11	REMEMBERING	Suggest appropriate channel design in the following situations: (i) An international brand entering India with range of personal care products for men. (ii) Manufacturer of premium/expensive footwear for women.	2
12	REMEMBERING	List channel members involved in sale of tractors to farmers in India	2
13	REMEMBERING	List two non-store retail in India.	2
14	REMEMBERING	Provide one benefit and one drawback of using a online market channel.	2
15	REMEMBERING	The function of channels of distribution includes post purchase service and maintenance, financing and market information, etc. Identify the function performed and explain the same.	2
1	UNDERSTANDING	Explain the concept channel dynamics. Elaborate the following: a. Vertical marketing system b. Horizontal marketing system c. Multilevel marketing system	5
2	UNDERSTANDING	Why would a manufacturer set up its own sales branches if established wholesalers were ready available?	5
3	UNDERSTANDING	State the four components of physical distribution?	5
4	UNDERSTANDING	State the meaning and importance of "Place" in marketing mix	5
5	UNDERSTANDING	Jade Enterprise intends to sell its products through a retailer. Explain any four functions that a retailer will perform.	5
6	UNDERSTANDING	Explain briefly the three patterns of distribution and in what situations they are relevant.	5
7	UNDERSTANDING	Which channel of distribution would you consider much appropriate for a low priced mass consumer product such as soap to be sold over India. Give reasons for your selection.	5
8	UNDERSTANDING	Discuss six factors that can be considered by marketing organisations in selecting distribution channels for their products.	5
9	UNDERSTANDING	State the meaning and importance of "Place" in marketing mix.	5
1	APPLY	Discuss the variables that affect the distribution decision for the following : (i) Fast food joint restaurant	10

		(ii) Personal Computers	
2	APPLY	Pizza Hut delivering pizzas to the ultimate consumers. Identify and explain the type of distribution channel adopted. Also explain which type of companies can adopt this channel to enjoy what type of advantages.	10
3	APPLY	Which channel of distribution would you consider much appropriate for a low priced mass consumer product such as soap to be sold over India. Give reasons for your selection.	10
4	APPLY	Explain the steps involved in designing a distribution channel for a new brand of sports shoes.	10
5	APPLY	As the head of the retail marketing department what sort of distribution network you will decide for your company which is engaged in manufacturing FMCG products in southern India.	10
6	APPLY	ICPL is producing highly ethical products sold through doctors all over the country. The ICPL is planning to enter into the household insecticides market. Suggest direct channel for marketing the product. If not, what is your alternative suggestion or opinion?	10
7	APPLY	It is rightly said that survival of a sales organisation depends upon effective methods of distribution. Comment in the light of the various kinds of channels.	10
8	APPLY	A multinational is planning to launch its brand of cosmetics in India. What channels of distribution should it adopt, to make an impact in the already crowded market of cosmetics?	10
1	ANALYSE	Analyze the value of an effective distribution network to the marketing of fast-moving consumer goods in highly competitive markets and describe the criteria you would use in order to select the most suitable intermediaries.	10
2	ANALYSE	As the head of the retail marketing department what sort of distribution network you will decide for your company which is engaged in manufacturing FMCG products in southern India.	10
3	ANALYSE	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 itself in the factory. Moreover, they wish to sell the products through local retailers in the villages and also through 'Flipkart'. <b>In the context of above case:</b>	10



		<p>a. Identify the elements of marketing mix being taken into consideration by Arun.</p> <p>b. What can you point out about the elements of marketing mix not being taken into consideration by him?</p>	
4	ANALYSE	<p>ABC is a well-known brand in the cement industry. It has a large distribution network of around 8000 plus stockists and 20 C and F agents. During the last decade the company's market share has gradually declined to 15% from earlier 30%. About a couple of years ago, the brand opened its first company-owned retail outlet called "ABC Ki Duniya" (World of ABC). The outlet reassures the customer about the genuine material, and encourages interaction besides displaying a range of refractory and aluminium based products. This type of outlet is also likely to enhance the company's image.</p> <p>Taking into consideration the cement market and the commoditised nature of the product, comment on the pros and cons of an outlet of this kind. Would such outlets alone enhance sales? Explain your answer</p>	10
5	ANALYSE	<p>Mediquip Ltd. is a company dealing in distribution of medical equipment's. The company recently imported 15000 units of sugar testing machines to test the sugar levels without taking blood samples. For deciding the marketing strategy, the Chief Executive Officer of the company called a meeting of the marketing heads of different zones.</p> <p>In the meeting, Sandeep, the North Zone Marketing Head, suggested that since the machines were sophisticated they need to visit hospitals personally, to explain its working to the hospital staff who would be using the machines. He also suggested that additional trained people may be recruited for the same.</p> <p>Himanshu, another Zonal Head, added that since lot of money had been spent on the import of the machines, the company was short of funds to pay to the additional staff as suggested by Sandeep.</p> <p>Rahul, a newly appointed Zonal Head of South Zone suggested that since the size of the order is not large, a detailed study of the factors determining the choice of channels of distribution is required before making the right choice.</p> <p>Identify the factors influencing the choice of channels of distribution which were discussed in the meeting.</p> <p>Also, explain briefly the other consideration to be taken care of in each factor identified in part .</p>	10
1	EVALUATE	<p>Critically review the role of intermediaries in the distribution of branded garments and explain the impact of technology in the landscape of distribution, providing examples.</p>	10

2	EVALUATE	Channels of distribution are different for different products. Evaluate the statement.	10
3	EVALUATE	Critically evaluate the factors to be considered in the selection of the most appropriate distribution channels for a company's products and provide examples to support your recommendations.	10
4	EVALUATE	You are the marketing manager of XYZ company which is producing and marketing two wheeler vehicles (motor cycles). Now the company is planning to diversify into consumer goods, to start with Bread. Company asked your views whether the existing channels of distribution for motor cycles can be used for the distribution of bread or not. Give your views with necessary explanation.	10
5.	EVALUATE	Do you think organised retailers will gradually eliminate locality retail and kirana shops in India? Give your reasons?	
1	CREATE	IKEA, the world's leading retailer in household furniture, is interested in entry into the Indian market, You as a marketing consultant is required to design the distribution channel for the company.	10
2	CREATE	Your company has decided to introduce some of its products to international markets and you have been asked to prepare a report highlighting the advantages and limitations of Franchising method of entry that can be considered. What information would you include in your report?	10
3	CREATE	Suggest the areas to be improved so that Indian domestic retailers are competitive against international retailers such as Wal-Mart, Tesco and 7Eleven.	10
4	CREATE	'Kindercare' is a successful brand name in the field of playschool across the country. They decided to increase the number of branches all throughout the country. For this purpose they decided to give exclusive rights to individuals in return for a regular payment. Design a right channel and state its advantages and disadvantages also.	10
5	CREATE	Explain and design direct and indirect marketing channels for a child care products manufacturing company.	10

### UNIT IV PROMOTION MIX

Sr.no	Question Type	Questions	Marks
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1	REMEMBERING	Which tool of promotion will primarily be used for the following : (i) To get good Corporate image without being paid for. (ii) An existing product meant for mass usage by literate people. (iii) To introduce a new product to a particular class of people through door to door visits. (iv) the most commonly used non-personal tool of promotion which is paid for by the markets.	2
2	REMEMBERING	Various tools of communications are used by the marketers to promote their products, list minimum four.	2
3	REMEMBERING	Why do Companies use all promotional tools at the same time?	2
4	REMEMBERING	<b>MCQs</b> 1. The least cost per customer is a feature of a. Consumer promotion b. Trade promotion c. Advertising d. Personal selling 2. Sales promotion is important from the point of view of consumers because a) It increases profits b) It helps them to get full information about the product c) It increases sales d) It increases goodwill 3. This advertising media is suitable to convey the message to those who cannot see : a) Newspapers b) Magazines c) Radio d) Electric Display 4. It is not one of the sales techniques : (a) Exhibition (b) Distribution of the free samples (c) Prize contest (d) Advertising	2
5	REMEMBERING	List any two advantages of a paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.	2
6	REMEMBERING	Identify the following types of sales promotion A) When 30% extra is given without any additional charge B) When 2 pieces are charged and extra 1 piece is free	2
7	REMEMBERING	Explain push and pull strategy.	2
8	REMEMBERING	Mansi took her niece Ridhima for shopping to 'Mega Stores' to buy her a bag for her birthday. She was delighted when on	2

		payment of the bag she got a pencil box along with the bag free of cost. Identify the technique of sales promotion used by the company	
9	REMEMBERING	<p>Identify the technique of sales promotion used by the company in the following cases:</p> <p>(a) Purchase goods worth ₹ 90,000 and get a holiday package of ₹ 10,000 free.</p> <p>(b) A company offers 40% of extra glucose in a pack of 1 Kg.</p> <p>(c) A mobile company offers a discount of ₹2,000 to clear off excess inventory.</p> <p>(d) 100 gm bottle of sauce free with 1 kg detergent.</p>	2
10	REMEMBERING	<p><b>MCQs</b></p> <p>1. Which of the following statements is correct ?</p> <p>(a) Advertising and Publicity are the same</p> <p>(b) Advertising and Personal selling are the same</p> <p>(c) Personal selling and Salesmanship are synonymous</p> <p>(d) Advertising is included under Sales Promotion</p> <p>2. This method of promotion is commonly used to obtain an increase in short-term sales and could involve money-off coupons</p> <p>a. Direct mail    b. Sales promotion    c. Advertising    d. Personal selling</p> <p>3. Company XYZ is a manufacture of motors and pumps employs regional salesperson to sell its product to wholesaler and cities is an example of :</p> <p>a. Public relation                                      b. Personal selling</p> <p>c. Promotion mix                                      d. Trade promotion</p> <p>4. What is AIDA?</p> <p>a. Attention Interest Desire Action    b. Attract Interest Desire Action</p> <p>c. Attention Interest Design Action    d. Attract Interest Design Action</p>	2
11	REMEMBERING	<p><b>True or False</b></p> <p>1. If small organisations are careful, they can compete against the promotion campaigns of larger organisations.</p> <p>a. True    b. False</p> <p>2. Direct response campaign have increased recently due to availability of computerised data bases.</p> <p>a. True    b. False</p>	2

		<p>3. The ultimate goal of marketing is to deliver value to consumers to satisfy their needs &amp; wants a.True b.False</p> <p>4. Brand with high relative quality and with high relative advertising fetches premium prices a.True b.False</p>									
12	REMEMBERING	<p><b>Match the following:</b></p> <table border="1"> <tr> <td>1. Advertising</td> <td>a. It is popularly known as free promotion</td> </tr> <tr> <td>2. Sales Promotion</td> <td>b. oral communication with potential product with the intention of making a</td> </tr> <tr> <td>3. Personal Selling</td> <td>c. short term incentive offered to co trade</td> </tr> <tr> <td>4. Public Relations</td> <td>d. a mass communication medium</td> </tr> </table>	1. Advertising	a. It is popularly known as free promotion	2. Sales Promotion	b. oral communication with potential product with the intention of making a	3. Personal Selling	c. short term incentive offered to co trade	4. Public Relations	d. a mass communication medium	2
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3. Personal Selling	c. short term incentive offered to co trade										
4. Public Relations	d. a mass communication medium										
13	REMEMBERING	<p>Describe the type of media which is suitable for promoting:</p> <p>a. tomato soup b. greeting card c. life insurance d. movie</p>	2								
14	REMEMBERING	<p>Which techniques of sales promotion is being referred to in the below given points:</p> <p>(i) Free sample of shampoo pouch with a fairness cream. (ii) Upto 50% off on most items. (iii) Tooth brush free with Tooth paste. (iv) Scratch the card and dial a number to win a car.</p>	2								
1	UNDERSTANDING	Distinguishing between above the line and below the line promotional activities.	5								
2	UNDERSTANDING	Explain five limitations of a sales promotion campaign.	5								
	UNDERSTANDING	The division of communication tools which is also included in the five elements in promotion mix. Explain.	5								
3	UNDERSTANDING	Explain five limitations of a sales promotion campaign.	5								
4	UNDERSTANDING	Distinguish between 'Push' strategy and 'Pull' strategy in the developing a marketing communication programme.	5								

5	UNDERSTANDING	Is advertising different from personal selling ?	5
6	UNDERSTANDING	Many organizations are increasingly using exhibitions to promote their products. Explain the reasons for this trend.	5
7	UNDERSTANDING	Distinguish between advertising and sales promotion	5
8	UNDERSTANDING	Explain the factors affecting the selection of promotion mix to be used.	5
9	UNDERSTANDING	A number of social media platforms are used to promote a product or service in today's era. Explain the various platforms being used by the business organisations to seek attention and to promote their product.	5
1	APPLY	Explain the factors affecting the selection of promotion mix to be used for an electric two wheeler.	10
2	APPLY	Outline the set of activities that the marketer has at their disposal to actively promote their brand, and explain their role within the marketing mix.	10
3	APPLY	Decide on a "fictional" consumer product which you wish to bring to market. Propose and describe promotional strategies to attract your target market.	10
4	APPLY	As a Sales Manager, you have been assigned the task planning the Sales Promotion program of a ready-to-co meal. Discuss the steps that you would follow for effective planning and management of the said program.	10
5	APPLY	Discuss the major objectives of Sales Promotion. As a marketer of a leading consumer durable company, when do you consider it an appropriate time to organize such promotions and why?	10
6	APPLY	Personal Selling and Advertising are the two major vehicles of communication for marketing industrial products. Discuss with a suitable example of your choice.	10
7	APPLY	Select five advertisements you have seen recently – one newspaper, one digital bill board, one social media, one banner and one television. What advertising objectives do you think the organization had in each case? What are the main factors to	10

		consider when selecting an advertising medium?	
1	ANALYSE	How would you measure effectiveness of advertising for an anti addiction advertisement.	10
2	ANALYSE	Does a sales promotion scheme induce buying? Substantiate your answer.	10
3	ANALYSE	Spending on advertising is like searching for a black cat in a dark room where the cat exists or not, you may not know". Discuss.	10
4	ANALYSE	What products suit mass advertising? In what situations will you use direct response advertising? Explain with suitable examples from Indian advertising.	10
5	ANALYSE	Nayan Medicare Equipment Ltd.' manufactures equipment for surgeons having a unique laser technique. The equipment can be used by the surgeons only after proper training. Even their maintenance requires guidance of specialized engineers. Because of this, the equipment is used in a limited number of hospitals. The company wants to increase the sale of the equipment. Suggest the promotion tool to be used by the company giving reason in support of your answer.	10
6	ANALYSE	It is being said that in the current competitive situation, PR (Public Relations) and Direct Marketing tools are becoming increasingly important. Justify.	10
7	ANALYSE	How would you analyze effectiveness of advertising and sales promotion while launching a new product? Assume that your product is a line of economy range office wear shirts, in creaseless cotton mix fabric. What are the activities you would like to include in the sales promotion process and why ?	10
1	EVALUATE	Discuss that digital media are changing the landscape of marketing communication. Demonstrate also the use of digital media in the promotion programme of a product of your choice.	10
2	EVALUATE	Tuff Golf Kit Ltd produces golfing equipment. The product range includes clubs, bags, golfing shoes and other clothing. Sales have grown steadily in recent years, but no more rapidly than the overall market expansion of golf and golfing	10

		<p>equipment. The firm's products are well known for their quality and relatively high prices. Promotion is based around sponsorship of one major championship each year and three famous golfers. This helps provide some public relations exposure when golf is being televised. A limited amount of advertising is paid for in the country's best-known golfing magazine. The firm has recently started designing a new range of golfing equipment and clothing aimed at the youth market (less than 21 years). The number of young people playing golf has increased by 25 per cent over the last ten years compared to an overall growth of 5 per cent in the total number of players. The business has yet to decide how the new range of goods should be promoted. A huge amount of marketing budget has been allocated for this purpose. The aim is not to lower the image of the brand name with these new products. Advise the firm on an appropriate promotional strategy and also evaluate the decision of Tuff Golf Kit Ltd to pursue a promotional strategy based almost exclusively on one of the TV advertising options outlined in the case study.</p>	
3	EVALUATE	<p>Critically apprise THREE advertising media that can be used in order to support the launch of a new range of cosmetics for men.</p>	10
4	EVALUATE	<p>"Coconut Joy Ltd." are the manufacturer of vegetarian frozen dessert food products made with coconut milk, agave syrup and other certified ingredients. The founders of the company Lovely and Lalita originally developed this treat to meet their own needs but found that their friends and families around were also keen to use the products. It was not only the vegetarians, but also those who could not get enough environment friendly sustainable food, that appreciated the product. It did not take long for Lovely and Lalita to recognise the potential of their little venture. In the beginning they started from their home with the product being sold through local family parties that enable guests to personally meet the owner. This helped to establish strong connections with the prospective buyers and the company could put the product on shelves of natural food store. The company used* all marketing activities to grow and expand. The company began sponsoring booths at festivals, drawing attention to its newly created vegetarian products. It also disseminated relevant information to media about its products and the people who helped in</p>	



		<p>building the company's reputation. Lovely and Lalita were invited for an interview with one of the leading TV channels in which they talked about their environment friendly vegetarian products. To show its gratitude to customers, local business and government officials who supported the company from the beginning, "Coconut Joy Ltd." hosted a gala event and involved all of them to raise funds for a few local NGO's. The company also asked its fans and customers to send songs and poetry conveying their impression about "Coconut 'Joy's Ltd." products.</p> <p>Explain the communication tool used by "Coconut Joy Ltd" and evaluate the role of the tool.</p>	
5	EVALUATE	<p>At a time when Kissan had become generic to tomato sauce, Maggi came in with its sauces range. Maggi was the upstand new corner who came in with a loud aggressive national burst. It did not come in with one, but with a range of sauces in order to increase market share and expand the market by offering more usage occasions, bring consumers with different needs into the Maggi Sauces fold and weaning away users of different brands to Maggi</p> <p>The success of Maggi can be most importantly attributed to year-round media activity, and the humorous "it's different" campaign on Maggi Hot and Sweet sauce - this campaign had such an impact that it literally promoted the entire range of Maggi Sauces.</p> <p>However, today the situation is a little worrying - Kissan is actively promoting its ketchup, and multinational giant Heinz has launched Heinz Tomato Ketchup. The marketing team on Maggi Sauces, along with their advertising agency, needs to decide on what to do - should Maggi Tomato Ketchup be advertised separately, and if yes, then how ?</p>	
1	CREATE	Design a sales promotional campaign for a home appliance product.	10
2	CREATE	Design a media mix for launching a brand of toothpaste in rural markets of Maharashtra.	10
3	CREATE	Suggest the promotion tools for the launch of new MBA programme in Pune which will be accredited by a well reputed SPPU university.	10

4	CREATE	The Research & Development department of Healthy Production Ltd. has decided to diversify from manufacturing health drinks to cereals made from millets. They are well aware of the fact that the company will have to communicate to the people the benefits of eating millets. For this purpose, they plan to hire you for planning their promotional tools.	10
5	CREATE	India is among the hottest growth markets for AC makers, just like other consumer goods companies. Develop suitable promotional strategies for the AC making company for the following segments : (a) Home segment (b) Offices and factories segment	10
6	CREATE	You are a manufacturer of smart boards for classrooms. You intended to sell them in metro cities of India. You are required to decide the promotion tools to be used.	10
7	CREATE	Nestle has launched brands Quality Street, Lion and After Eight (Chocolates). These brands are being imported from Europe. Quality Street is an assortment of chocolates priced at Rs. 175 for 218 gm. After Eight is a popular adult chocolate priced at Rs. 125 for 200 gm and Lion is a caramel wafer bar priced at Rs. 20 for a 45 gm bar. (Kit Kat is priced at Rs. 6 for a 17 gm bar and has a chocolaty taste while Lion has a crunchy taste). The brands have different tastes and will appeal to different target segments (though the target segment is one which may have already been exposed to these brands during visits abroad). These brands have been introduced in metros in upmarket stores which sell brands bears the label "Imported by Nestle India Ltd." indicating that they may be better than smuggled ones (which may be stale). Suggest suitable media /media vehicles for promoting these brands. Give reasons in support of your answer.	10
8	CREATE	What do you understand by the term 'promotion mix'? Plan suitable promotion mix for the following with proper justification: (a) Vacuum cleaner (b) Car rental services (c) CNG kits for passenger cars	10

**UNIT V PRODUCT LEVEL PLANNING**

Sr.no	Question Type	Question	Marks
1	REMEMBERING	<p>MCQs</p> <p>1. ____ is a statement of what is to be accomplished through marketing activities. a. mission statement b. business plan c marketing objective d. goal driven directive.</p> <p>2. The _____ answers the question, “ What business are we in and where are we going?” a. mission statement b. financial statement c. situation analysis d. market strategy</p> <p>3. Which of the following is NOT one of the elements of the marketing plan.? a. a business mission statement b. situation analysis c. a target market strategy d.</p> <p>4. The _____ is the central instrument for directing and coordinating the marketing effort. a. strategic plan b. marketing plan tactical plan customer value statement</p>	2
2	REMEMBERING	Define Marketing audit	2
3	REMEMBERING	Cite an ‘objective’ of marketing and indicate the type of ‘strategy’ that the management may think of.	2
4	REMEMBERING	Does the marketing plan support the marketing strategy? List two points.	2
5	REMEMBERING	<p><b>TRUE OR FALSE</b></p> <p>1. A mission statement has as its primary focus the product and how to make it. a.True or b. False</p> <p>2. A strategy is a game plan for achieving that the Business unit wants to achieve. a.True or b. False</p> <p>3. One of the key questions to ask in evaluating a marketing plan is whether the plan is simple or not. a.True or b. False</p> <p>4. Most marketing plans conclude with a section that indicates how the plan will be implemented. a.True or b. False</p>	2
6	REMEMBERING	All corporate headquarters undertake four planning activities. What are those activities?	2
7	REMEMBERING	Characterize a marketing plan.	2

8	REMEMBERING	During which stage of the marketing plan will the marketing manager establish the product lines positioning.	2
9	REMEMBERING	<p><b>Identify the concept:</b></p> <p>1. A statement about what an organization wants to become, which sets out an organization's future, is referred to as: _____</p> <p>2. A statement that sets out what the organization wishes to achieve in the long term is referred to as: _____</p> <p>3. SWOT is an acronym for:</p> <p>4. The _____ process commences at corporate level. Here the organization sets out its overall mission, purpose, and values.</p>	2
10	REMEMBERING	Explain the importance of planning.	2
1	UNDERSTANDING	Explain the various steps involved in preparing a marketing plan?	5
2	UNDERSTANDING	Distinguish between marketing plan & marketing program.	5
3	UNDERSTANDING	Explain what happens in a SWOT- analysis during the strategic planning process.	5
4	UNDERSTANDING	What questions would typically be asked during a market opportunity analysis.	5
5	UNDERSTANDING	Explain elements of marketing plan.	5
6	UNDERSTANDING	Explain the Relationship between Marketing Planning and Control.	5
7	UNDERSTANDING	State the important marketing controls commonly used by organisation.	5
8	UNDERSTANDING	As an executive assistant of the chief marketing manager of a large industrial organisation, prepare a checklist or an information schedule that may be used as a guide for marketing planning.	5
9	UNDERSTANDING	Describe the information you would expect to find in the sections of a typical marketing plan and summaries the importance of marketing planning to marketing management.	5
10	UNDERSTANDING	What are the four essential phases in the development of a sound marketing plan? State them.	5
11	UNDERSTANDING	A firm selling Xerox machines has outlined its marketing objective as: Increase market share by 3 per cent. List out at least four strategies to be adopted for increasing the share-of-market.	5

12	UNDERSTANDING	Explain the various types of marketing control.	5
13	UNDERSTANDING	Good mission statements are essential to being a success in business. Describe the three major characteristics that good mission statements should have.	5
14	UNDERSTANDING	Describe what happens in situation analysis and explain why firms such as Royal, Dutch, Shell group use the technique.	5
1	APPLY	Describe the contents of the marketing plan and summarize the value of this document to marketing management.	10
2	APPLY	As an independent marketing consultant you have been asked by one of your clients to describe the benefits to be derived from an effective marketing control system. What information would you provide to your client?	10
3	APPLY	Describe the information you would expect to find in the sections of a typical marketing plan and summarize the importance of marketing planning to marketing management.	10
4	APPLY	Marketing strategy and planning are of little value without a system of control. What control procedures can be employed by marketing management?	10
5.	APPLY	Marketing planning involves the development of forecasts, objectives, policies, programs, procedure, schedules and budgets. Discuss with reference to significance of planning in marketing.	10
1	ANALYSE	In what way is the knowledge of the Indian consumer environment a prerequisites for marketers in the design and development of suitable marketing plan?	10
2	ANALYSE	"Water purification (households) market in India is slowly becoming competitive with the introduction of Aqua guard in a big way. Zero-B is another brand which has been in the market for the last few years. It also offers portable models (tumblers). New brands are also entering the market. Aquapen, a pocket sized water purifier was launched in 1997 at a cost of Rs. 594. The product works on a 6V battery and has a LED indicator which flashes every fiive seconds to indicate the product is operational. The purification process lasts for about 50 seconds. A battery lasts for about 5000 glasses. The company planned to retail the product at around 50,000 outlets and had planned an advertising budget of Rs. 5 crores. Taking into account, the other brands in this market, formulate a detailed marketing plan for Aquapen.	10

3	ANALYSE	The marketing plan is one of the most important outputs of the marketing process. Discuss this statement and identify the main sections of a marketing plan.	10
4	ANALYSE	How a marketing manager could go about choosing among several possible marketing plans, given that he must because of limited resources. Would the job be easier in consumer goods or in the industrial goods area? Why?	10
1	EVALUATE	Will the SWOT analysis vary for different organisations in the same sector? If Yes, what are the factors responsible for this variance.	10
2	EVALUATE	As an independent marketing consultant you have been asked by one of your clients to describe the benefits to be derived from an effective marketing control system. What information would you provide to your client?	10
3	EVALUATE	Distinguish between profitability control and efficiency control and summarize the benefits of a marketing control system to the overall effectiveness of marketing operations.	10
4	EVALUATE	Critically assess the framework used for analyzing an industry for the purpose of developing a marketing plan.	10
1	CREATE	Prepare a report advising one of your clients on the sections to be included in a typical marketing plan and describe the information to be included in EACH section of the plan.	10
2	CREATE	Develop a product plan for two essential products meant for women	10
3	CREATE	Identify the breakfast habits of people in your area. Develop a marketing plan so that your company can introduce a new product to be consumed for breakfast. Assume yourself to be the marketing manager.	10
4	CREATE	Prepare a chart of information required to be gathered while making a Marketing Plan by taking suitable example of any product or service of your own choice?	10
5	CREATE	A multinational company, manufacturing sports shoes and entering the Indian market for the first time, has appointed you as its marketing manager. Prepare a marketing plan keeping in mind the influence of internal and external factors.	10
6	CREATE	As a marketing manager for a large cement company you have been	10

		<p>assigned the task of educating a group of new managers on how to prepare a marketing plan. Though few of these managers will actually ever have to prepare such a plan because of their functional roles in the organisation it is still very useful that each new manager know how to construct a marketing plan. Prepare a brief summary of the contents of the marketing plan for the new managers. You may keep your discussion general or make it specific to the cement industry</p>	
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