

UNIT – XI

(MARKETING)

Carrying 1 Marks

1. Activities involved in the creation of place, time and possession utility are called (marketing / advertising) 1
2. What gives eye-catching get u- to a product / (packaging / branding) 1
3. Name or a symbol put on a product to show that it is made by a particular producer. (trade mark / patent) 1
4. Is there any difference between marketing and selling ? (yes/no) 1
5. Write any one objective of sales promotion. (advertising / publicity) 1
6. Money spent on marketing is ----- . 1
7. Distribution of free sample is done for – (Sales promotion / services) 1
8. What is the other name of personal selling ? (salesmanship / marketing) 1
9. Are advertising and publicity synonymous. (yes/no) 1
10. The birth place of marketing management is ----- (USA/Japan) 1
11. Products which are used as inputs for production are known as ----- (consumer products / Industrial products) 1
12. The Money value of any product or service is called --- (Price/cast) 1
13. Introduction of a new product below current price of competitor's product is a unique price strategy. Name the strategy. (penetration / skimming) 1
14. State any one channel of distribution (whole seller/ Govt. 1
15. Define labeling. 1

4 Marks

1. Differentiate between marketing and selling. 4
2. Discuss four P'S of marketing. 4
3. What is personal selling ? Explain its importance. 4
4. Write four objectives of marketing management. 4
5. Marketing is a burden on consumers clarify. 4
6. Explain any two factors which should be kept in mind while selecting a particular media of advertising. 4
7. Explain the elements of marketing mix. 4
8. Explain four functions of marketing. 4

9. Explain different pricing strategies adopted by a marketer. 4
10. What are the benefits of packaging ? Explain. 4
11. Differentiate between advertising and publicity. 4
12. What are the factors affecting determination of the price of a product or service? 4
13. Discuss the role of intermediaries in the distribution of consumer and non-durable products. 4
14. “Advertising promotes sale of inferior and unnecessary products.” Do you agree? Give reasons. 4
15. Explain Direct Mail-order advertising. 4

6 Marks

1. What is channel of distribution? Explain the factors determining channel of distribution. 6
2. Explain the concept of sales promotion. Briefly explain the different ways of sales promotion. 6
3. They say money spent on advertising is a waste on the other hand some say it is an investment. Explain the above by bringing out the merits and demerits of advertising. 6
4. Mention different pricing strategies showing merits and demerits of each. 6
5. Define Packaging and explain the characteristics of a good packaging. 6
6. “Branding helps in detecting product out of hundreds of products.” Explain the above statement in the light of characteristics of a good brand. 6
7. Is labeling compulsory? How? Explain any five functions performed by labeling. 6
8. Define marketing. Is Marketing synonymous to selling? Explain by bringing out points of difference or similarity if any. 6
9. What are the various modes of advertising? Explain their merits and demerits. 6
10. What is Marketing mix? Explain its elements. 6