



INDIAN SCHOOL AL WADI AL KABIR

DEPARTMENT OF COMMERCE

CLASS XII- ASSESSMENT I -2023-24

DATE: 19/09/2024

MARKETING (812)-MARKING SCHEME

MARKS: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of 24 questions in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. All questions of a particular section must be attempted in the correct order.

5. SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):

- i. This section has 06 questions.
- ii. There is no negative marking.
- iii. Do as per the instructions given.
- iv. Marks allotted are mentioned against each question/part.

6. SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):

- i. This section contains 18 questions.
- ii. A candidate has to do 11 questions.
- iii. Do as per the instructions given.
- iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1.	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	Marks
i.	Which of the following method is used to send the information? a. Listening b. Speaking c. Reading d. All the above	1
ii.	Raju was given a project which is not the part of his curriculum, he took it up and excel. This attribute is referred to as _____ a. Self Confidence b. Self-Awareness c. Self-Motivation d. None of the above	1
iii.	SMART Stands for _____ Specific, Measurable, Achievable, Realistic and time-bound	1
iv.	_____ refers to one's tendency to respond in a certain way towards a certain idea, object, person, or situation a. Attitude b. Behaviour	1

	c. confidence d. None of the above	
v.	<p>Priya wants to change the spelling of a word in the entire document. Which option will she use?</p> a. Copy b. Align Left c. Find & Replace d. Paste	1
vi.	<p>Gupta Pharmacy sells medicines produced or manufactured by different pharmaceutical companies. Gupta pharmacy is a type of _____ business</p> a. Trading b. Services c. Manufacturing d. Procurement	1

Q. 2.	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	Marks
i.	<p>Customer value is _____</p> a. Customer Value = Total Customer Benefits – Total Customer Costs b. Customer Value = Total Customer Costs – Total Customer Benefits c. Customer Value = Total Customer Choice – Total Customer Options d. Customer Value = Total Customer Options – Total Customer Benefits	1
ii.	<p>Through environmental analysis, the management can develop an _____ which gauges the impact of various environmental forces on the Firm.</p> a. Environmental Threat and Opportunity Profile (ETOP) b. Macro environment c. Micro environment d. Internal environment	1
iii.	<p>Tata Nano project faced strong opposition in Singur (West Bengal) both socially and politically. Before introducing Tata Nano to the automobile market the company took into consideration the size of family, job profile, purchasing power and buying motive of the customer etc. Which aspect did Tata take into consideration before production and launch of its product?</p> a. Economic, social and political trends b. The market trends c. Technology trends d. Nature of target customers	1
iv.	<p>Consumer Markets comprises of _____</p> a. Fast moving consumer goods (FMCG) b. Industrial markets c. Intermediate markets d. All the above	1
v.	<p>Endorsement by the celebrities comes under</p> a. Physical Positioning b. Perceptual Positioning	1

	c. Philosophical Positioning d. Quality Positioning	
vi.	<p>The proposal of Tata Motors to bring out a small economy car by 2008 was a warning signal for Maruti Suzuki to cut its costs or introduce economy models. Identify the importance of environmental scanning highlighted above:</p> <p>a. Determining opportunities</p> <p>b. Identification of threats</p> <p>c. Formulation of strategies and policies</p> <p>d. Image Building</p>	1
vii.	<p>Preference for organic products or demand for Khadi clothes in place of synthetic clothes by the customers</p> <p>The above is an example of one of the following external forces making an influence on business</p> <p>a. Technological changes</p> <p>b. Uncertainty in political scenario</p> <p>c. Social changes</p> <p>d. Changes in fashion and tastes of consumers</p>	1

Q. 3.	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	Marks
i.	<p>A person in North India would satisfy his hunger with rajma and chawal while a person from South India would like to have fish curry and rice.</p> <p>Which core concept of marketing is being discussed in the above case?</p> <p>Ans: Wants</p>	1
ii.	<p>Demand for reservation in jobs for minorities and women. The above is an example of one of the following external forces making an influence on business</p> <p>a. Technological changes</p> <p>b. Industrial conflicts caused by labour unrest</p> <p>c. Social changes</p> <p>d. Uncertainty in political scenario</p>	1
iii.	<p>India's large population of young people makes it an ideal market for new and trendy products. This is why the CEO of Nothing is eager to focus on India. Nothing is known for creating stylish products that appeal to Gen-Z. These products not only look elegant and have useful features but are also affordably priced. This combination of style, functionality, and affordability is exactly what young people in India want.</p> <p>Identify the macro environment targeted by Nothing in the above case.</p> <p>Ans: Demographic forces</p>	1

iv.	<p>In India, Bangalore is known as the Silicon Valley of India. Kerala is known as God's own country. Madhya Pradesh is known as "Heart of incredible India". A campaign by Amithabh Bachan for Khushboo Gujarat ki</p> <p>The above is an example of _____</p> <p>a. Product b. Place c. Services d. People</p>	1
v.	<p>USP stands for _____</p> <p>Unique Selling proposition</p>	1
vi.	<p>"Nike produces shoes for golfers, tennis players, basketball players, for cricketers, and thus serves many segments relating to sports shoes". Identify the suitable types of targeting strategy</p> <p>Multi-Segment Strategy</p>	1
vii.	<p>Market consists of _____</p> <p>a. Potential buyers b. Prospective buyers c. Both a and b d. None of the above</p>	1

Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>Market offering can be combination of _____</p> <p>a. Product & services b. Information c. Places d. All of above</p>	1
ii.	<p>Organizations buying for producing other goods and services for the purpose of either earning profits or fulfilling other objectives or both.</p> <p>The above is an explanation for which costumer target group?</p> <p>Ans: Industrial market</p>	1
iii.	<p>PESTLE stands for _____</p> <p>Political, Economic, Social, Technological, Legal and Environmental Analysis</p>	1
iv.	<p>_____starts before production of goods but continues after selling of products</p> <p>a. Production b. Marketing c. Selling d. Buying</p>	1
v.	<p>Which type of public influence the company's ability to obtain funds?</p> <p>Ans: Financial public</p>	1

vi.	The primary purpose of strategy is to capture sufficient volume to gain economies of scale and a cost advantage. a. Large marketing strategy b. Adjacent segment strategy c. Mass marketing strategy d. Multi-segment strategy	1
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Q. 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks								
i.	What is SWOT analysis? Strengths, Weakness, Opportunities and Threats.	1								
ii.	Mumbai Dabbawalla’s follow _____ targeting. a. Sub-segment Strategy b. Multi-Segment Strategy c. Niche strategy d. Large Segment Strategy	1								
iii.	Rama always purchases Electronics home appliances of LG. Rama is considered as a. Hard core Loyals b. Soft Core Loyals c. Shifting Loyals d. Switchers	1								
iv.	Define Competitor? Competitors are the rival business firms in the effort to satisfy the markets and consumers’ demand	1								
v.	In metropolitan cities due to fast lifestyle there is more demand for a. medicines and spectacles b. fast foods, electronic home appliances and crèches c. baby foods and toys d. none of the above	1								
vi.	Choose the Correct Option: <table border="1"><thead><tr><th>Column-A</th><th>Column-B</th></tr></thead><tbody><tr><td>1.Demographic Segmentation</td><td>A. Usage status, benefits sought, brand loyalty levels</td></tr><tr><td>2.Behavioural Segmentation</td><td>B. Personality traits, lifestyles, values</td></tr><tr><td>3.Psychographic Segmentation</td><td>C. Age, Size and Density of Population</td></tr></tbody></table> a. 1-C,2-A,3-B, b. 1-B,2-A,3-C, c. 1-C,2-B,3-A, d. 1-A,2-B,3-C	Column-A	Column-B	1.Demographic Segmentation	A. Usage status, benefits sought, brand loyalty levels	2.Behavioural Segmentation	B. Personality traits, lifestyles, values	3.Psychographic Segmentation	C. Age, Size and Density of Population	1
Column-A	Column-B									
1.Demographic Segmentation	A. Usage status, benefits sought, brand loyalty levels									
2.Behavioural Segmentation	B. Personality traits, lifestyles, values									
3.Psychographic Segmentation	C. Age, Size and Density of Population									

Q. 6.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>Ralph went to a salon for a haircut. The hairstylist gave Ralph a haircut according to his expectations. After getting the haircut, Ralph paid the hairstylist for his services. Which concept of marketing is being highlighted in the case above?</p> <p>a. Exchange process b. Buying c. Selling d. Transaction</p>	1
ii.	<p>Customer value is a _____, which reflects the state of difference between customer benefits and customer costs.</p> <p>a. Proactive component, b. Reactive component, c. both a and b d. None of the above</p>	1
iii.	<p>_____ the potential customers of future.</p> <p>a. Customer b. Consumer c. Prospects d. Marketer</p>	1
iv.	<p>Omega watches, Tagline is “We measure the 100th second that separates winning from taking part.” Acer’s positioning is of the low-cost producer. Identify the basis of positioning? Price/Quality</p>	1
v.	<p>_____ type of segmentation is also called as undifferentiated Marketing</p> <p>a. Large Segmentation strategy, b. Multi segmentation strategy, c. Adjacent segmentation Strategy d. Mass Segmentation Strategy</p>	1
vi.	<p>Marketers builds company’s reputation by creating _____ of company in general public’s eyes.</p> <p>a. Sales b. Image c. Logo d. None of above</p>	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

	<p>Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)</p> <p>Answer each question in 20 – 30 words.</p>	Marks
Q.7.	<p>Mention the steps to change the alignment of text while using OpenOffice. MS: ½ mark each step (1/2 x 4 = 2)</p> <p>Ans:</p> <p>The steps to change the alignment of text are: 1. Select the text.</p>	2

	2. Select Paragraph option from the Format menu. 3. The Paragraph dialog box appears. 4. Select the desired alignment option and click OK							
Q.8.	<p>Anshula, used to write storybooks for young children, but she wanted to do more with her talent. She thought of an idea to start a reading-café, which would be a coffee shop where people, especially mothers, can bring their children to learn how to read books, while they enjoy coffee. When she started the shop, no one wanted to help her with teaching how to read to little children.</p> <p>But then she realised that young college-going boys and girls who often came to her shop, had free time. She trained them how to teach or read stories to young children. They were happy to help her in return for a certificate of service. Soon many mothers started coming to her shop with their children. She started only one shop near her house in Bengaluru, but now runs five such shops in three different cities.</p> <p>a. What principle of getting an idea did Anshula follow? b. Define the principle followed.</p> <p>MS:</p> <p>1 mark each question (1 x 2 = 2)</p> <p>Ans:</p> <p>A) The principle underlying in the given case study is Interest-driven ideas of Business as Anshula comes up with the start-up of opening a reading café based on her interest of writing story books.</p> <p>B) Interest-driven Ideas: An entrepreneur can come-up with business ideas based on self-interest. For example, someone who is good at dance and likes dancing, can start a dance-training institute for serious dancers and also for people who want to slim down by doing fun exercises</p>	2						
Q.9.	<p>Differentiate between Interests and Abilities?</p> <table><tr><th>Interests</th><th>Abilities</th></tr><tr><td>Things that you like to do in your free time that make you happy.</td><td>An acquired or natural capacity</td></tr><tr><td>Things you are curious to do even if no one asked you to do it.</td><td>Enable you to perform a particular task with proficiency</td></tr></table> <p>Interest-1 Abilities-1</p>	Interests	Abilities	Things that you like to do in your free time that make you happy.	An acquired or natural capacity	Things you are curious to do even if no one asked you to do it.	Enable you to perform a particular task with proficiency	2
Interests	Abilities							
Things that you like to do in your free time that make you happy.	An acquired or natural capacity							
Things you are curious to do even if no one asked you to do it.	Enable you to perform a particular task with proficiency							
Q.10	<p>Write down the different types of verbal Communication?</p> <p>Oral and Written</p> <p>½ for heading and ½ for explanation(1+1)</p>	2						
Q.11.	<p>Adopting this style of communication results in Hurt-feelings, loss of confidence, misunderstandings. Identify and explain the communication style</p> <p>Ans: Passive/ Submissive(1)</p>	2						

	Explanation-1	
	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	Marks
Q.12.	<p>Define Marketing according to Philip Kotler. MS: 2 marks for accurate definition</p> <p>Ans: “Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others”</p>	2
Q.13.	<p>Identify the type of public is discussed in the following statements</p> <ol style="list-style-type: none"> A company's marketing decisions may be questioned by consumer organizations, environmental groups, minority groups and others. Its public relations department can help it stay in touch with consumer and citizen groups. They consist of those mechanisms or devices that carry news, features and editorial opinion. They include- newspapers, magazines, radio and television stations <p>MS: 1 mark each identify (1 x 2 = 2) Ans: Citizen-action publics Media publics</p>	2
Q.14.	<p>Sera, the owner of Merwan's Bakery, has gained popularity for her signature 'Persimonn' biscuits, featuring the exotic Korean fruit. These delectable treats have helped her in increasing the popularity of her bakery.</p> <p>However, Sera's business faces a problem as her usual vendors, from whom she sources the fruit, have declined to continue selling to her. This decision is taken because of pending payments which Sera has not cleared.</p> <p>This has led to a strained business relationship between Sera and her vendors. Due to this she is facing a problem in producing Persimonn biscuits which has led to loss of customers.</p> <p>From the above scenario Identify and explain the micro environment which has affected Sera's business?</p> <p>MS: 1 mark identify and 1 mark explain</p> <p>Ans: Supplier The suppliers comprise all the business firms or individuals who provide raw materials, components and semi-finished goods to be used in production or even sell finished products of the organization. A Firm depends on numerous suppliers either in capacity of a buyer of inputs or a producer to whole-sellers and retailers. The buyer-supplier relationship is one of mutual economic interdependence, as both parties rely on one another for their commercial well-being.</p>	2

Q.15.	<p>Consider yourself as a marketing manager in Amul, a producer of number of milk products, how does you position the products in the following consumer segments comprising kids and Women.</p> <p>For Kids-Amul Kool, Chocolate Milk, Amul Kool Milk or any other flavoured milk</p> <p>For Women-Amul Calci, Amul Women energizer, Amul calcium supplement.</p> <p>For Youth-Amul cheese Spread, Amul Mozzarella Cheese</p> <p>For Calorie Consious- Amul lite milk, Amul gold, Amul milk less fat</p> <p>(1+1) Any two</p>	2
Q.16.	<p>Discuss briefly about the factors influencing the target market(Any four)</p> <p>Selection Criteria for Targeting /Need of Targeting</p> <p>Factors affecting needs of targeting are too many</p> <ol style="list-style-type: none"> 1. Existing market share and market homogeneity 2. Existing product expertise 3. Likelihood of production and marketing scale economies 4. Nature of competitive environment 5. The forces of marketing environment and marketing trends 6. Capability and ease of matching customer needs 7. Segment attractiveness in terms of size, structure, and growth 8. Available corporate resources 9. Anticipated profitability and market share <p>Some other factors which influence the choice of targeting Strategy are stage of productmarket maturity, extent of buyer differentiation, market position (market share), Structure and intensity of competition, and adequate resources. However, Barnes et al suggest making use of Porter's Five-Forces Model to determine attractiveness of a market segment.</p> <p>1+1</p>	2

	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	Marks
Q.17.	<p>Explain in detail the importance of marketing to customers.</p> <p>MS:</p> <p>½ mark title point and ½ mark explanation</p> <p>Ans:</p> <ol style="list-style-type: none"> 1. Marketing creates Utilities: <ul style="list-style-type: none"> • Marketing creates different types of utilities, form utility from a plumber to furniture, place utility- product moving from the factory to the customer, time utility- product available when needed, information utility- ingredients of the product and even how to use the product, and possession utility-transfer of ownership from retailer to customer. 	3

	<p>2. Large number of choices available: Marketers create needs and wants and try to satisfy that through offering variety of product choices.</p> <p>3. More platforms available: With the advent of technology, the marketers are offering customers both offline and online platforms to purchase. Now marketers are serving a greater number of customers through different ways, reminders of sales come through SMS, e-mail, Facebook, WhatsApp, etc.</p>	
Q.18.	<p>Explain the following concepts in detail:</p> <p>a) Technological forces b) Economic forces</p> <p>MS:</p> <p>1.5 mark each (1.5 x 2 = 3)</p>	3
Q.19.	<p>Identify the Segmentation Variables of the following</p> <p>A) Mobile phones B) Corn Flakes</p> <p>A) Mobile Phone: Occupation: Students, lower class daily employed, hawkers, traders, executives, and CEOs. Income: Pocket money receivers, low income earners, middle income earners and high-income earners. Usage levels: Only receiving, night talking, long duration talking, use moderately, use moderately but a status symbol, Status symbol and high talkers and receiver</p> <p>B) Corn Flakes On the basis of Geography-Western Countries prefer more than Northern countries E.g.: US, Japan, Korea where life seems to be very busy such residents will prefer easy to eat meals over the meals whose cooking is time consuming.</p> <p>On the basis of Demography- Kids like to eat Corn flakes with milk and corn flakes must be made up of flavored, chocolate cornflakes, honey cornflakes, spider man cornflakes Youth prefer calories conscious cornflakes which must be rich in dry fruits as their diet must contain protein supplement</p> <p>On the basis of Psychographic segmentation-usually the job holders will be preferring easy to eat meals like corn flakes especially the working women and young women population</p> <p>A and B ½ mark for type of segmentation variable and 1 mark for explanation(1 ½ +1 ½)</p>	3

	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	Marks
Q.20.	<p>“The process of Segmentation is not univariable but is multi-variable”. Discuss any four types of Segmentation</p> <p>1.Geographic/ Demographics Segmentation. Geography and Demographics, if clubbed it is known as geo demographics. It consists of defining customers according to: (a) Their country of birth and their location, dividing a country into regions, states. Location does not mean that all consumers in a location will behave the same way, but the approach helps identify certain general patterns.</p>	<p>4</p> <p>1+1+1</p> <p>+1</p>

	<p>(b) Important variables according to Geography may be global, global regional, national, National regional, city/state, neighborhood / local, topography, and climate.</p> <p>(c) In case of large companies these regions may be further subdivided into sizes –small, medium, and large.</p> <p>2. Socioeconomic: The populations are broken down according to income, employment, education, social class, home/car ownership, etc. Income: Segmenting by income is very popular, especially for cars, luggage, vacations and fashion goods. There may be people belonging to lower class, middle class and high net worth individuals Volvo in India targets on the 5% high net worth individuals. The housing boards offer Low income houses, middle income houses and high income houses. The base for segmentation is income. It may be skill as well, like skilled workers, semi-skilled workers, unskilled workers, and subsistence workers (those living on state pension, casual or lowest grade workers), rich and poor.</p> <p>3. Behavioural Segmentation. David Kurtz likes to call it as Product-related segmentation. Emphasis is placed on differences in peoples’ values and not on differences in socio-demographic profiles. It takes into consideration the purchasing behaviour as the starting point, how frequently they buy, how loyal they are, what benefits they seek, when they buy, etc</p> <p>4. Psychographic Segmentation: Psychographic segmentation examines mental characteristics and predispositions connected with purchasing habits. It is related with similarity of values and lifestyles. It is concerned with the interests, activities and opinions of consumers, and is often related to life styles. Consumers buy things because of the personality, lifestyle and the consumer values they hold. People who think about the world in a similar way will respond similarly to the marketing mix ½ for heading ½ for explanation for each type</p>	
Q.21.	<p>“A type of targeting strategy which focuses on specialized benefits of products and services.”</p> <p>A) Name the type of target Market</p> <p>B) Discuss briefly about the type of Target Identified</p> <p>C) Give Examples of companies following Niche Market segmentation</p> <p>A) Niche Segmentation.(1) B) Niche segment consists of sufficient number of customers seeking somewhat specialised benefits from a good or service. This strategy would avoid direct competition with larger firms who are pursuing bigger segments. This strategy is also known as ‘Concentrated marketing’. The fast-moving consumer goods Emami has made a habit out of developing niche segments into money-spinning brands.(2) C) A variety of online food delivery start-ups in Bangalore have come up catering to niche markets. iTiffin.in takes bulk orders, either for a week or a month; ichef.in focuses on quality of product; SpiceBox.in(1)</p>	<p>4</p> <p>(1+2+1)</p> <p>)</p>
Q.22.	<p>I am the rival business firm who makes efforts to satisfy the markets and consumers’ demand. I will use my marketing tactics to influence your consumers.</p> <p>From the above statement:</p> <ol style="list-style-type: none"> Identify the element of micro environment. Explain the types of the element identified in (a) 	4

	<p>MS: 1 mark identify ½ mark title and ½ mark explanation</p> <p>Ans: Competitor</p> <p>a) Competition from similar products The most direct form of competition occurs amongst marketers of similar products. For example, competitors in electronic home appliances are LG, Samsung or Philips etc.</p> <p>b) Competition from substitute products The second type of competition involves products that can be substituted for one-another. For example, in air transport industry, Indigo competes with Jet airlines. The increase in fares of one airline increases demand for other airline services.</p> <p>c) Competition amongst all firms The final type of competition occurs among all organizations that compete for the consumer's purchases. In other words, modern marketers accept the argument that all firms compete for a limited amount of market share.</p>	
Q.23.	<p>A company must be clear with its marketing objectives and it these objectives must fit in with the overall business objectives for formulation of proper business strategy</p> <p>In the light of the above statement, explain in detail any four objectives of marketing.</p> <p>MS: ½ mark title and ½ mark explanation</p> <p>Ans:</p> <p>1. Creation of Demand: The marketing management's first objective is to create demand through various means. A conscious attempt is made to find out the preferences and tastes of the consumers by the company. Demand for the products and services are created by informing the customers their utility. According the products and services are produced to satisfy the needs of the customers.</p> <p>2. Customer Satisfaction: The first and foremost marketing manager must study the demands of customers before offering any product or services. Marketing begins and ends with the customer. Satisfaction of the customers is outcome of understanding of needs and meeting them successfully.</p> <p>3. Market Share: Every business aims at increasing its market share. It is the ratio of its sales to the total sales in the economy. For instance, both Pepsi and Coke compete with each other to increase their market share. For this, they have adopted innovative strategies. These strategies can be adopted in marketing, advertising, sales promotion activities and even through innovative packaging, etc.,</p> <p>4. Generation of Profits: The marketing department is the only department which generates revenue for the business. Sufficient profits must be earned as a result of sale of want-satisfying products. If the firm is not earning profits, it will not be able to survive in the market. Moreover, profits are also needed for the growth and survival.</p>	4

	<p>5. Public Image: Goodwill of company is created over a period of time with regular emphasis on customer satisfaction through continuous improvement in product and services. The marketing department provides quality products to customers at reasonable prices and thus creates its impact on the customers</p>	
Q.24.	<p>There is a toy company called "Super Toys." In the beginning, Super Toys made really nice and fun toys that kids loved. But then, Super Toys decided that just making good toys wasn't enough. They wanted to sell more and more toys, so they started thinking about how to get kids to buy as many toys as possible, even if the toys weren't that great.</p> <p>To do this, Super Toys started putting up big, flashy advertisements everywhere—on TV, on the internet, and even on billboards by the road. They also hired people to stand in front of stores and shout, "Buy Super Toys! The best toys ever!" They made the toys look super cool and fun in the ads, even if the toys weren't actually that exciting.</p> <p>Super Toys didn't think about what the kids really needed or wanted to play with. They just wanted to sell, sell, sell. They thought that with enough advertising and promotions, they could convince everyone to buy their toys, no matter what. So, they made lots of different kinds of toys, even ones that kids didn't ask for, because they believed they could sell anything if they advertised enough.</p> <p>In this way, Super Toys focused more on aggressive selling and advertising rather than understanding what the kids really wanted. They believed that with enough promotion, they could sell any toy, whether it was good or not.</p> <p>From the above case:</p> <ol style="list-style-type: none"> Identify and explain the marketing philosophy discussed in the case above. Imagine yourself as the Marketing Manager of Super Toys. Suggest and explain an alternative Marketing Philosophy <p>MS:</p> <p>1 mark for identify and 1 mark for explanation 1 mark for suggestion and 1 mark for explanation</p> <p>Ans:</p> <ol style="list-style-type: none"> Selling concept <p>Making good products was not enough rather focus changed to pushing the sales of products through aggressive selling. The selling effort is supported by promotional activities and aggressive advertising. The company does not consider the needs and wants rather thinks that anything and everything can be sold.</p> <p>Any 1</p> <ol style="list-style-type: none"> Marketing concept Societal marketing concept Product concept Production concept 	4