



# INDIAN SCHOOL AL WADI AL KABIR

<b>Class: XII</b>	<b>Department: Commerce</b>
<b>Subject: Marketing</b>	<b>Part I – Subject Specific Skills</b>
<b>Worksheet: 02</b>	<b>Chapter 5: Emerging Trends in Marketing</b>

1. Identify the criteria on the basis of which the quality of the given services given below are to be judged.
  - i. Indigo Air's flight goes on time.
  - ii. Hindustan Unilever Limited undertakes market surveys to understand the customer.
  - iii. Private sector is quite polite to customers.
  - iv. Rajasthan Roadways at Bikaner House, Delhi communicate effectively with the potential passengers.
2. The widespread adoption of the Internet for business and personal use has generated many new channels for advertising and marketing engagement. Moving from traditional marketing to online marketing is another way to increase engagement. The main objective of marketing is to reach potential customers through the channels where they spend time reading, searching, shopping, or socializing online. E-mail, social media, display advertising, search engine optimization etc. are latest techniques adopted for online marketing. There are also many benefits and challenges inherent with online marketing, which uses primarily digital mediums to attract, engage, and convert virtual visitors to customers.

In light of the given information discuss the advantages and limitations of online marketing.

3. Why a service cannot be seen, touched, held or put on a shelf?

Ans: Service has no physical shape

4. You went to a 5-star hotel for dinner. What is provided by the 5-star hotel 'goods' or 'service,'? Explain any two characteristics of Services.

Ans:

Service – because service is a deed, a performance and an effort.

Any two characteristics of services:

5. Canon advertises for search keywords related to "photography" on Google, Yahoo, and Bing search engines to market their cameras to a relevant audience.  
How did this marketing campaign benefit Canon?

Ans: benefits of online marketing

6. As an entrepreneur of an upcoming online news business, you are looking for platforms to increase the outreach of your articles and programs. List the ways by which you would use the following platforms to increase the viewership of your news portal:
  - a) Facebook
  - b) Twitter
  - c) WhatsApp
  - d) Instagram
  
7. Dove creates video advertisements and shares them with their audience on Facebook, Twitter, and other social networks to promote favourable conversation about their brand and products.
  - a. Mention the trend of marketing followed by Dove.

Ans: Online Marketing

- b. State the advantages of the trend identified.

Ans: Advantages of Online Marketing:

- Measure impact
- Brand awareness
- Use of analytics