



INDIAN SCHOOL AL WADI AL KABIR

Class: IX	Department: Commerce
Skill Subject: Marketing and Sales	Part II– Subject Specific Skills
	Chapter 1: INTRODUCTION TO MARKETING AND SALES

Q. No.	
1	The term Marketing is derived from_____ a. French b. Latin c. English d. Greek
2	Which of these is true about marketing? a. Marketing is used to promote the product and services b. Marketing is concerned about the sales only c. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. d. Marketing considers only the needs of the organization and not the society
3	Who is the Father of Modern Marketing? a. Philip Kotler b. Peter F Drucker c. Abraham Maslow d. Raymond Kroc
4	Which concept holds that consumers will favor the products that are easily available at an affordable price? a. Production concept b. Product concept c. Marketing concept d. Production cost concept
5.	Which period worked on the marketing philosophy of "A good product will sell itself"? a. Production concept b. Product concept c. Marketing concept d. Societal Marketing Concept
6	During the societal marketing concept what was firms' main concern for marketing?

	<ul style="list-style-type: none"> a. Producing high-quality products b. Social and ethical concerns in marketing c. Achieving sales target d. Understanding consumer insights
7	_____ is the state of felt deprivation(Need)
8	If an individual is hungry and he is asking for Pizza than it is considered as his _____(Want)
9	Which concept believes that "Customer is the king"? Marketing Philosophy
10	<p>_____ is achieved when customer expectations are met regarding the quality of products and services along with the value-based price?</p> <ul style="list-style-type: none"> a. Quality excellence b. Customer satisfaction c. Value proposition d. None of the above
11	<p>Marketing is a _____ Process</p> <ul style="list-style-type: none"> a. Social Process b. Managerial Process c. Both a and b d. None of the above
12	<p>Selling Concept is used to sell _____</p> <ul style="list-style-type: none"> a. Unsought goods b. Insurance c. Funeral Plots d. All of the above
13	<p>Which Marketing Concept considers that Customer is the king and Customer satisfaction is the main focus in Marketing?</p> <p>Marketing Concept</p>
14	<p>In Marketing, Time utility is created by_____</p> <ul style="list-style-type: none"> a. Warehouse b. Physical Distribution c. Transportation d. All of the above
15	<p>In marketing Warehouse creates_____</p> <ul style="list-style-type: none"> a. Time utility b. Place utility c. Both a and b d. None of the above

16	What is Considered as an essence of Marketing? Exchange										
17	<p>Match the Marketing Management Philosophy given in column I with their main focus given in column II</p> <table border="1"> <thead> <tr> <th>Column I</th><th>Column II</th></tr> </thead> <tbody> <tr> <td>1. Production Concept</td><td>(i) Customer's Needs</td></tr> <tr> <td>2. Product Concept</td><td>(ii) Quality performance, Features of the Product</td></tr> <tr> <td>3. Marketing Concept</td><td>(iii) Customer's needs and Societal well being</td></tr> <tr> <td>4. Societal Marketing Concept</td><td>(iv) Quantity of the product</td></tr> </tbody> </table> <p>Choose the Correct option from the Following:</p> <p>a. 1-(i),2-(ii),3-(iii),4-(iv) b. 1-(ii),2-(iii),3-(i),4-(iv) c. 1-(iv),2-(ii),3-(i),4-(iii) d. 1-(ii),2-(iv),3-(i),4-(iii)</p>	Column I	Column II	1. Production Concept	(i) Customer's Needs	2. Product Concept	(ii) Quality performance, Features of the Product	3. Marketing Concept	(iii) Customer's needs and Societal well being	4. Societal Marketing Concept	(iv) Quantity of the product
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18	<p>In Marketing, _____ is considered as the life blood</p> <p>a. Sales b. Production c. Purchase d. Promotion</p>										
19	<p>Under which concept of Marketing, it is presumed that customers will not buy unless they are approached and convinced for the same?</p> <p>a. Production concept b. Selling concept c. Marketing concept d. Societal Marketing concept</p>										
20	<p>Winning the confidence of customer is as good as fulfilling the goals of the organization. Identify the Marketing concept highlighted here.</p> <p>a. Production concept b. Product concept c. Selling concept d. Marketing concept</p>										
21	<p>Without Marketing, Sales suffer! The above phrase implies:</p> <p>a. Marketing and sales both have to work for success b. Marketing facilitates awareness about future changes and ensure growth of sales in long run c. Sales should be done after marketing d. Marketing is a part of sales</p>										
22	<p>Assertion: Product concept does not remain profitable in the long run for marketers. Reason: Product concept focuses on improving quality of product and overlooks the needs and wants of customers.</p> <p>a. Assertion and Reason both are correct, and reason is correct explanation of assertion. b. Assertion and Reason both are correct, but reason is not the correct explanation of assertion. c. Assertion is correct, but reason is not correct. d. Assertion and Reason both are not correct.</p>										
23	<p>For maintaining the balance between the production and consumption (demand and supply), marketing is necessary. Marketing ensures stable price in the market and can reduce price fluctuations to a large extent. Which point of importance of Marketing to society is reflected</p>										

	here? a. Creates utility b. Economic stability c. Increase in profitability d. Employment opportunity												
	SHORT QUESTIONS(2M)												
24.	What is Marketing? Marketing is a social and managerial process by which individuals and organization get what they need and want through creating, offering and exchange products of value with others. “												
25.	Differentiate between Need and Wants? <table><tr><td>BASIS</td><td>NEEDS</td><td>WANTS</td></tr><tr><td>1.MEANING</td><td>It is the state of felt deprivation of an individual without which an individual cannot survive.</td><td>Needs can become wants when they are characterised by culture, personality and lifestyle</td></tr><tr><td>2.SCOPE</td><td>It is the necessity of an individual</td><td>It is a desire of an individual</td></tr><tr><td>3.EXAMPLES</td><td>Need for food, clothing, shelter</td><td>Desire for a specific food like Dominoes Pizza, during breakfast North-Indians consume Chapatis whereas South-Indians Consume Idly, Dosa and Rice</td></tr></table>	BASIS	NEEDS	WANTS	1.MEANING	It is the state of felt deprivation of an individual without which an individual cannot survive.	Needs can become wants when they are characterised by culture, personality and lifestyle	2.SCOPE	It is the necessity of an individual	It is a desire of an individual	3.EXAMPLES	Need for food, clothing, shelter	Desire for a specific food like Dominoes Pizza, during breakfast North-Indians consume Chapatis whereas South-Indians Consume Idly, Dosa and Rice
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26	What is utility? Utility is the consumer ‘s estimate of the product ‘s overall capacity to satisfy his or her needs.												
27	Define Sales? SALES-DEFINITION: A transaction between two parties where the buyer receives goods (tangible or intangible goods), services and/or assets in exchange for money. It is an agreement between a buyer and seller on the price of a security												
28	State Production Concept? Production concept focuses on mass production making the products available everywhere and at low cost. The Mantra for this concept is “Low cost and mass production making products available and affordable. E.g. Lenovo computers of China.												
29.	Differentiate between marketing and Selling concepts?												

Marketing Vs Selling

Basis of Difference	Marketing	Selling
Scope of the term	Marketing is a wider term and comprises a large number of activities such as planning, designing and after sales services.	Selling is a narrower term and is limited to just promotion activities and the transfer of ownership of the product from the seller to the consumer.
Means of profit maximisation	The primary focus is on customer satisfaction.	The primary focus is the transfer of title and possession of goods.
Scope of activities	Starts before the product is produced and continues even after the product is sold.	Starts after the product is developed.
Emphasis	Develops product and strategies according to customer needs.	Bending customer as per the product.
Strategies	Involves strategies and efforts towards production, planning, designing and feedback services.	Involves strategies and efforts towards the promotion and sale of the product.

30. "Sales is considered as the life blood of an organisation". Explain the need of Sales department
A sales organisation is the mechanism through which a sales manager 's philosophy is translated into action. The sales organisation provides the vehicle for making decisions on planning, organisation, selection and training of salesmen, their motivation, directing and controlling them. It also provides vehicle through which these decisions are implemented. Its need includes:
1.To create demand for the products through efficient salesmen.
2.To maintain stocks in hand for the future demand.
3. To enforce proper supervision of sales-force.
4. To divide and fix authority among the subordinates.
31. How is marketing important for business?
Its importance to business can be understood as under.
1. Importance of marketing for business enterprise – source of revenue
2. Importance of marketing to customers – satisfaction of needs and desires and improvement in standard of living.
3. Importance of marketing to society – to assess the needs, habits and feeling of customers to produce the desirable goods in the market.