INDIAN SCHOOL AL WADI AL KABIR

Class: XII	**Department: Commerce**
Worksheet: 01	**BUSINESS STUDIES**
Topic- OTQs and DTQs	**Chapter 11- MARKETING MANAGEMENT**

<table>
<tr><td>Q.NO</td><td>PART I- OBJECTIVE TYPE QUESTIONS/MCQs</td></tr>
<tr><td>1</td><td>Name the element of marketing mix which includes deciding about the features, quality, packaging, labelling and branding of goods or services or ‘anything of value’ which is offered to the market for sale.
A. Promotion
B. Place
C. Product
D. Price</td></tr>
<tr><td>2</td><td>The process of classification of products into different groups, on the basis of some of the important characteristics such as quality, size, etc. is known as:
A. Branding B
B. Standardisation
C. Grading
D. Marketing planning</td></tr>
<tr><td>3</td><td>Match the concepts of marketing in Column I with their respective explanations in Column II.
<table>
<tr><td></td><td>Column-I</td><td></td><td>Column-II</td></tr>
<tr><td>(a)</td><td>Product concept</td><td>(i)</td><td>Its main focus is on satisfaction of customer needs</td></tr>
<tr><td>(b)</td><td>Selling concept</td><td>(ii)</td><td>Its main focus is on satisfaction of customer needs and society’s well-being</td></tr>
<tr><td>(c)</td><td>Marketing concept</td><td>(iii)</td><td>Its main focus is on quality, performance and feature of the product.</td></tr>
<tr><td>(d)</td><td>Societal concept</td><td>(iv)</td><td>Its main focus is on aggressively persuading buyer to purchase the product.</td></tr>
</table>
Choose the correct options from the following:
(A) (a)-(ii), (b)-(i), (c)-(iv), (d)-(iii)
(B) (a)-(iii), (b)-(iv), (c)-(i), (d)-(ii)
(C) (a)-(iv), (b)-(i), (c)-(iii), (d)-(ii)
(D) (a)-(iii), (b)-(iv), (c)-(ii), (d)-(i)</td></tr>
<tr><td>4</td><td>Priya wanted to buy a new washing machine. She visited a retail store where various models were on display. The Sales Executive at the store informed Priya that the company provides free home delivery, installation support, a toll-free helpline for queries, and doorstep repair services during the warranty period, which help the company retain customers and encourage them to buy from the same brand again in future.
The marketing function being discussed by the Sales Executive in the above case is:</td></tr>
</table>

	(A) Standardisation and Grading (B) Customer Support Services (C) Transportation (D) Market Information
5	Which of the following statements is correct with respect to 'Exchange Mechanism', a feature of Marketing? (A) For an exchange, there must be involvement of at least three parties. (B) The parties do not have the freedom to reject other parties offer. (C) The acceptance of the offer for each party has to take place on the basis of compulsion (D) For an exchange it is necessary that each party should be capable of offering something of value to the other.
6	Which of the following statement is correct about personal selling? (A) It is an impersonal form of communication (B) Personal selling does not allow a sales person to develop personal relationships with the prospective customers (C) Personal selling involves oral presentation of message in the form of conversation with one or more prospective customers for the purpose of making a sale (D) Personal selling refers to short-term incentives, which are designed to encourage the buyers to make immediate purchase of a product or service.
7	Assertion (A): Marketing is only a post-production activity. Reason (R): Marketing includes activities like identification of customer needs, collection of information for developing the product, designing suitable product package and giving it a brand name. Choose the correct alternative from the options given below: (A) Both Assertion (A) Reason (R) are true and Reason (R) is the correct explanation of Assertion. (A). (B) Both Assertion (A) and Reason (R) are false. (C) Assertion (A) is true, but Reason (R) is false. (D) Assertion (A) is false, but Reason (R) is true.
8	Beenu had a bookstore in Sabad called 'Book-mark'. For years, the bookstore was doing reasonably well but with the rise of digital books and online retailers, her sales had declined. Beenu's daughter, who had just completed her MBA with a specialisation in marketing decided to launch a marketing campaign to revive the bookstore. The campaign's focus was on the joy of reading books in physical form, the joy of turning pages and the warm atmosphere of the bookstore. She organised story writing and other competitions every weekend. The information of these was given to the parents and children through television, radio, children's magazines, etc. Attractive prizes were offered to the winners. This increased the footfall of the children and their parents and the bookstore soon became popular. The tool of communication used by Beenu's daughter to revive the bookstore was: (A) Advertising (B) Personal selling (C) Sales promotion (D) Public relations

9	Sudha is a corporate executive and has to attend a felicitation function to be held in her office tomorrow. So she decides to colour her hair. On recommendation of her friend, she purchased 'NATURO' hair colour. After reading essential details such as shade, its ingredients, usage instructions and expiry date mentioned on the box, Sudha opened the box. She took out the colour tube and developer bottle from the box and threw away the box. The level of packaging of box thrown away by Sudha was: (A) Primary packaging (B) Transportation packaging (C) Secondary packaging (D) General packaging
10	NV Electronics has an innovative range of smartphones, T.V's, home entertainment systems, kitchen appliances and air conditioners. Besides supplying quality products, their focus is also on handling customer complaints speedily, providing maintenance services, procuring credit services etc. The function of marketing discussed above is: (A) Branding (B) Marketing Planning (C) Product designing and development (D) Customer support services
11	'Lima' is a global sportswear brand known for shoes, apparel and sports accessories. Customers can recognize Lima's shoes, t-shirts and bags just by seeing the tiger symbol imprinted on all Lima's products. Lima has legally registered both its name 'Lima' and its tiger symbol so that no other company can legally use the same or similar design in their sportswear. The tiger symbol is Lima's: (A) Brand name (B) Brand mark (C) Trade mark (D) Both Brand mark and Trade mark
12	. From the picture given below identify the promotional tool used by the organisation to achieve its communication objectives:  (A) Advertising (B) Personal Selling (C) Sales Promotion (D) (D) Public Relations
13	Which of the following functions of marketing gives detailed information to the consumers about the product, ensures safety of product and also serves as a promotional tool?

	(A) Product designing and development (B) Branding (C) Marketing planning (D) Packaging and labelling
14	Identify the marketing function displayed in the picture given below:  (A) Product designing and development (B) Branding (C) Marketing planning (D) Packaging and labelling
15	Lens-o was started as an online eyewear company selling glasses and contact lenses on their website. Recently, it set up a uniquely designed offline store, so that customers can also buy their products from the company showroom. Which channel of distribution is used by the company? (A) Zero level channel (B) One level channel (C) Two level channel (D) Three level channel
	PART II- DESCRIPTIVE TYPE QUESTIONS/DTQs
1	"Advertising misleads consumers and adds to the cost of product." In the light of this statement, discuss the limitations of advertising.
2	Differentiate between ‘Production Concept’ and ‘Product Concept’ of marketing management philosophies on the basis of the following: (i) Starting Point (ii) Main Focus (iii) Means
3	Aditya owned a skincare company named 'Nat-Ayur’. In July, 2025, he decided to launch a new herbal face cream in the market using traditional herbs like turmeric, sandalwood, neem, aloe vera, saffron etc. The total cost of producing, packaging, distributing and selling the cream came to ₹60 per tube. 'Nat-Ayur' decided that this would be the minimum price to cover the cost. They wanted to earn a fair margin of profit too. For this 'Nat Ayur' conducted a survey and found that the expected demand would be high. Customers were ready to pay more for herbal and chemical free products. They also found that many face creams with similar features are available in the market priced between ₹80 to ₹120. To compete effectively, 'Nat-Ayur' decided to price the cream at ₹99 to attract the

	customers while offering better benefits. To add value to the product 'Nat-Ayur' invested in eco-friendly packaging, free home delivery and on-line advertisements. This uniqueness gives 'Nat-Ayur' a competitive freedom in fixing price of its cream. Identify and explain any two factors that were taken into consideration by 'Nat Ayur' for determining the price of their herbal face cream.
4	Choco Ltd. offers a wide variety of chocolate products. It has an action program of not selling its products by their generic name but under different names like Choco-silk bar, Choco-Munchy and Choco-crunchy etc. for different customer segments. All these names have great popularity and acceptability in the markets. As the company policy the products were offered at reasonable and affordable prices for targeting a mass customer base. During the festive season the company launched a massive promotional campaign to increase its revenue and achieve its communication objectives. The company introduced free gifts for the customers. Their on-ground sales team delivers the product not only to the departmental stores but also to small shops, so that all segments of customers can easily get the products. They also provide information and support services to customers to ensure repeat sales. From the viewpoint of the management function, briefly explain any four activities of marketing which the firm will be involved in, apart from the above-mentioned ones it's already performing.
5	The physical handling and movement of goods from the place of production to the place of distribution is an important element of marketing mix. (i) Name and state the element. (ii) Explain any three main components of this element.
6	Priya Motors', a motorbike manufacturing company, launched a new model of bike in the market named 'Moto Glide III'. The company planned carefully to make this bike appeal to young riders. The design team focused on making the bike attractive and stylish to the target customers, primarily the youth. They gave it a sleek body, sharp headlights and a digital speedometer. The design made the bike not just look good but also improved its aerodynamics and fuel efficiency. This helped the company stand out from other brands, thereby getting a competitive edge. The company followed strict quality standards in making each part of the bike which helped in achieving uniformity and consistency in output. 'Priya Motors' also offered different versions of bike with different prices based on features like Bluetooth connectivity, colour options etc. Identify and explain two functions of marketing discussed above.
7	Give any four points of difference between advertising and personal selling.
8	Anabel Creations, an apparel designing company has a huge pile of young men’s and women’s garments to be sold across its branches in various cities. In order to clear the stock, the company has decided to give a heavy discount on its garments, with a view to lure the buyers. It is also visiting various colleges for sponsoring fashion shows in order to push its sales. However, the garments are not liked by the customers as they have not been made as per their needs and preferences. a) Identify and state the Marketing Management philosophy being followed by Anabel Creations. b) Name and state any two other philosophies of Marketing apart from the one identified in part a.

9	A) Explain the following functions of Marketing: a. Customer support services b. Packaging and labelling OR B) Explain two features of the following: a. Personal selling b. Advertising
10	'Eco Care', a start-up, plans to launch a reusable water bottle for environmentally conscious millennials and Gen Z. For this, they 66/1/3 Page 15 of 25 conducted a market research to identify the needs of the customers so that an informed decision could be taken for successful marketing of the product. They wanted to work carefully on the design to make the bottle attractive to the target customers. On the basis of consumer views and opinions, they developed a stylish stainless-steel bottle with double wall insulation to keep beverages cold for 24 hours, giving it a competitive advantage in the market. They named the bottle 'Eco-Sip' creating a brand identity focused on sustainability and simplicity. It would also help in product differentiation. The packaging was made using hundred percent recyclable cardboard, with details of sustainability, features, price etc. printed on it. State the four functions of marketing that are carried out by 'Eco Care' in the above case.
11	Explain the following factors affecting the determination of price of a product: (i) Product cost (ii) The utility and demand (iii) Extent of competition in the market. OR Explain the following marketing management philosophies: (i) Production concept (ii) Product Concept (iii) Selling concept
12	Ayush and Rhea were passionate about sustainable agriculture and healthy living. They wanted to start a business selling organic produce. They had a small farm in a rural area where they began growing fresh organic produce and herbs. In the beginning, they faced challenges in marketing their organic products. They realized that their high quality produce needed better presentation and a strong identity to stand out in a competitive market. They named the business 'Earthy Store' which indicated the products' benefits and qualities and reflected the values of the business sustainability and health. They chose a 'logo' that incorporated elements of nature and used earthy colours to convey their organic commitment. They designed and developed eco-friendly biodegradable bags and reusable containers to courier their products to the customers. They also added personal touch by including handwritten notes in each bag. They also designed and developed product stickers with detailed information about organic certification, nutritional benefits, date of manufacture, date of expiry, etc. The stickers so developed were put on the bags and reusable containers for customers convenience. 'Earthy Store' created a user-friendly website and established strong media presence to inform potential customers about their products and persuading them to buy the same. Within a couple of months, they had built a loyal customer base which made them earn profits even in a competitive environment. In a year, they were able to secure contracts with local grocery stores and restaurants.

	Quoting lines from the above paragraph, identify and explain the three functions of marketing discussed in the above case.
13	DG Ltd., an E-plane car company has developed a revolutionary flying car for passenger mobility. This hybrid flying car can accommodate up to two persons and features innovative wing like doors for comfortable entry. The seats are designed for utmost comfort, crafted from high quality materials. The distinguishing feature of this flying car is that its production will be in India and it will utilise biofuel alongside electricity, ensuring a sustainable mode of transportation. DG Ltd. has obtained the first testing approval for its category. Price at 2.5 crores, the company has to take decisions in respect of discounts to customers, credit terms etc., so that the customers perceive the price to be in line with the value of the product. To make the flying car available to the target customers, DG Ltd. is in the process of selecting dealers or intermediaries to reach the customers, providing support to the intermediaries etc. To communicate the availability, features, merits etc. of the product to the target customers and persuade them to buy the flying car. DG Ltd. decided to go in for digital marketing campaigns, press releases and demos conducted by influencers and journalists. The above case describes the combination of elements used by DG Ltd. to prepare its market offering. Quoting lines from the above para, identify and explain the elements.
14	Explain the four elements of marketing mix. OR Explain any four factors affecting determination of the price of a product or service.
15	Choco Ltd. offers a wide variety of chocolate products. It has an action program of not selling its products by their generic name but under different names like Choco-silk bar, Choco-Munchy and Choco-crunchy etc. for different customer segments. All these names have great popularity and acceptability in the markets. As the company policy the products were offered at reasonable and affordable prices for targeting a mass customer base. During the festive season the company launched a massive promotional campaign to increase its revenue and achieve its communication objectives. The company introduced free gifts for the customers. Their on-ground sales team delivers the product not only to the departmental stores but also to small shops, so that all segments of customers can easily get the products. They also provide information and support services to customers to ensure repeat sales. From the viewpoint of the management function, briefly explain any four activities of marketing which the firm will be involved in, apart from the above-mentioned ones it's already performing.
16	The physical handling and movement of goods from the place of production to the place of distribution is an important element of marketing mix. (i) Name and state the element. (ii) Explain any three main components of this element.