



# 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 4: Promotion</b>

1. State, in brief, with reasoning, whether following statements are correct or incorrect:

(i) Media is the message.

Ans:

The following statement is Correct.

This statement brings to the forefront the significance of media in communication strategy by generating a response. The media selected should be free from clutter for the message to be transmitted in the proposed manner.

(ii) Brands and their fans never break up.

Ans:

The following statement is Incorrect.

Brand loyalty continues as long as brand delivers the value. The moment it stops delivering value, the fans or loyalists start breaking up.

2. What is Promotion-mix? If you happen to be promotion manager of Dabur India to launch a new health drink in Indian metros, what factors will you keep in mind while setting the promotion mix?

3. Suggest promotion mix for the following:

a. Cosmetics for men

b. College Festival

c. Multigrain biscuits

4. Giving reasons, suggest a suitable media of advertising for a Refrigerator.

5. During the World War II Bourn Vita was in short supply, yet the company continued to advertise its product. Which function of promotion has been carried out by Bournvita?

- a) Information
- b) Persuasion
- c) **Remind**
- d) Adds value

6. In which situation a firm may opt for publicity?

Ans: A firm launching a new product may go for publicity

7. Why has there been a gradual shift from Above the line activities to Below the line activities?

Ans:

there been a gradual shift from Above the line activities to Below the line activities because:

- above-the-line (ATL) activities are prohibitively expensive.
- BTL activities ensure greater interface with the consumer providing them instant feedback.
- Also, markets are moving rural, which requires increase in consumer interface.

8. How does a division of communication tools within promotion mix help in different ways?

Ans:

First, it gives an approximate definition of what each tool is able to contribute to the mix and helps company to determine as to which one will be most useful in achieving particular objective. Second, it helps companies to work out the balance between various tools.

9. Now-a-days customers go to salons or parlours for hair or skin treatment done. Even many Companies give some benefits to those salons and parlours who advocate their products to the potential buyers to boost the sales of that particular Company. **(Competency-based question) (SQP 2021-22)**

a) Why have Companies started approaching the salons or parlours?

Ans:

The companies have started approaching the salons or parlors in order to promote their product through Word of Mouth communication. These salons or parlors become the inflection point to influence the customers. They are in a position to be opinion leaders. Since, opinion leaders in local communities have to be nurtured to win their confidence companies have started approaching them.

b) What will happen when consumers feel good about their purchase decision.

Ans:

Two things happen when consumers feel good about their purchase decision.

- they derive more utility from the product
- their excitement makes their decision contiguous.

10. Why is sales promotion is getting preference over advertising?

Ans:

This is because:

- consumers find more value,

- dealers and distributors find them helpful in boosting sales,
- manufacturers can shift brand loyalty.

11. Indian print and electronic media are often full of such advertisements and these promotions include - Up to 51% off. i.e., cutting down price through discounts. In India this is very popular especially at the end of season.

Identify the type of sales promotion technique.

Ans:

Price Promotion

12. Buy two pieces and one piece is free, i.e., extra unit free. Identify the type of price promotion technique

Ans: Free offers

13. They are flashed on-pack, offering a saving (Rs 10) or a price slashed through and a lower price given.

Ans: Reduced Price Offers

14. The customer is invited to collect tokens from a number of packs and send them to receive cash voucher.

Ans: Cash rebate

15. A sum of fixed money is divided among all those returning the requisite number of proofs of buying the product or service.

Ans: Cash share out

16. This sign on store item can increase sales by 50%, even if the price is unchanged

Ans: Sale

17. a contest where the distribution of prizes is dependent on random distribution of predetermined winning tickets.” The participants exercise no control.

Ans: Sweepstakes/Games

18. In this kind of sales promotion, the benefit comes with an item of merchandise. It may be On-packet Offers, with Purchase Premiums, Free Mail-Ins, Partner Promotions and Tailor-Made offers.

Ans: Premium promotions

19. A TV ad of Intex cell phone listing all its features. HUL giving free tubes of Close Up toothpaste is an example of which element of promotion?

Ans: sales promotion.

20. “Coconut Joy Ltd.” are the manufacturer of vegetarian frozen dessert food products made with coconut milk, agave syrup and other certified ingredients. The founders of the company Lovely and Lalita originally developed this treat to meet their own needs but found that their

friends and families around were also keen to use the products. It was not only the vegetarians, but also those who could not get enough environment friendly sustainable food, that appreciated the product. It did not take long for Lovely and Lalita to recognise the potential of their little venture.

In the beginning they started from their home with the product being sold through local family parties that enable guests to personally meet the owner. This helped to establish strong connections with the prospective buyers and the company could put the product on shelves of natural food store. The company used all marketing activities to grow and expand.

The company began drawing attention to its newly created vegetarian products. It also disseminated relevant information to media about its products and the people who helped in building the company's reputation. Lovely and Lalita were invited for an interview with one of the leading TV channels in which they talked about their environment friendly vegetarian products. To show its gratitude to customers, local business and government officials who supported the company from the beginning, "Coconut Joy Ltd." hosted a gala event and involved all of them to raise funds for a few local NGO's. The company also asked its fans and customers to send songs and poetry conveying their impression about "Coconut 'Joy's Ltd." products.

Identify and explain the communication tool used by "Coconut Joy Ltd".

Ans:

Public Relations

Public Relations is a broad set of guidelines which makes use of advertising, annual reports, brochures, event sponsorships, and undertaking social projects like helping poor and environment to build or maintain a favourable image with its various publics.

21. Shreemaya Hotel in Indore was facing a problem of low demand for its rooms due to off-season. The Managing Director (MD) of the hotel, Mrs. Sakina was very worried. She called upon the marketing Manager, Mr. Kapoor for his advice. He suggested that the hotel should announce an offer of '3 Days and 2 nights hotel stay package' with free breakfast and one-day religious visit to Omkareshwar and Mahakaleshwar Temples. The MD liked the suggestion very much.

Identify the promotional tool which can be used by the hotel through which large number of prospective pilgrimage tourists all over the country and abroad can be reached, informed and persuaded to use the incentive.

Ans: Advertising

22. Name the term used for external communication which takes place between the company and various stakeholders.

Ans: Promotion

23. It involves putting the names of all entrants in a computer and deciding winners by chance

Ans: Free prize draws

24. Radha found a worm crawling out of newly opened tetra pack of juice manufactured by a reputed company, Zest Ltd. She went back to the shopkeeper from whom the pack was purchased who directed her to call up the customer care centre. When all her efforts fell free, she went to a consumer activist, group to seek advice. The group decided to help Radha and take measures to impose restrictions on the sales of the firm's products of the particular batch and urge customers to refrain from buying the products of the company. Zest Ltd. lost its image in the market. The CEO gave the responsibility of bringing back the lost image of the company to the Manager.

1. Identify the concept of marketing management which will help the Manager to get the firm out of the above crisis.

Ans: Public relations will help the manager to get the firm out of the above crisis.

2. Also explain the role of above identified concept by stating any two points.

Ans:

The role of public relations as a promotional tool is described below:

- Public relations helps to create a positive image about the company in the eyes of various interest holders like consumers, government, suppliers etc.
- It helps in launching new products as they may be accepted easily because of good reputation of business.
- It helps the business to reinstate itself in wake of controversies or prejudices etc.

25. Reema, Vibha and Ratna are three women entrepreneurs who are engaged in dealing with handicraft goods under the brand name 'Gujkriti' through a chain of retail outlets at five different places in Delhi. They outsource all their products from tribal and rural women in the state of Rajasthan. Reema is of the opinion that in order to increase the sale of their products, they should advertise about it on television. But Ratna is arguing that advertisement expenses will add to cost of operation. Whereas Vibha is insisting that they should set up an online portal to market their products across the globe.

In the context of above case:

1. Identify the tool of promotion being taken into consideration by Reema by quoting lines from the paragraph.

Ans:

The tool of promotion being taken into consideration by Reema is advertising. (Reema is of the opinion that in order to increase the sale of their products, they should advertise about it on television.)

2. Do you think that Ratna is justified in her argument that advertisement expenses will add to cost of operations?

Ans:

No, Ratna is not fully justified in her argument although advertising as a tool of promotion is often criticised on the ground that it adds to the cost of distribution which is passed on to the consumers in the form of higher prices. Therefore, it increases the burden on the consumers. But, this argument is not entirely true because advertisements help to increase demand for the product. In order to meet the increased demand the production levels have to be raised. As a result, the business is able to reap advantage of economies of scale and eventually the cost of production per unit comes down and benefits the buyers as the product's prices are reduced consequently.

26. 'Blossoms' is a cosmetic brand meant for women. There has been a decline in the sales of Blossoms. Suggest a few sales promotion techniques to increase the sales of the brand.

Ans:

Sales promotion techniques:

- Price promotions
- Off the shelf offers
- Prize promotions
- Premium offers
- Hybrid sales promotion

27. A TV manufacturing company is spending substantial amount of money to persuade the target customers to buy its T.V. sets through advertisements, personal selling and sales promotion techniques. Identify the element of marketing mix referred here.

Ans: Promotion