Marketing

Standard difficulty · 20 questions · 40 marks · Time: 37 minutes

Name: _____ Date: _____ Score: ____ / 40

Show your working for Sections B and C. Answers are on the last page — try every question first!

Section A — Choose the correct answer — 8 × 1 = 8 marks

1. The marketing philosophy that focuses on producing goods cheaply and making them widely available is the:
   (a) selling concept **(b)** societal marketing concept
   (c) product concept **(d)** production concept

2. What is meant by “brand mark”?
   (a) the part of a brand that is recognised but not spoken
   (b) oral presentation to prospective buyers to make sales
   (c) the route by which goods move from producer to consumer
   (d) short-term incentives to encourage immediate buying

3. A firm spends on research to keep adding features to its watches. Which marketing philosophy does this firm follow?
   (a) marketing concept **(b)** societal marketing concept
   (c) production concept **(d)** product concept

4. Buy goods worth ₹5,000 and get a voucher for a free meal. Which sales promotion technique is this?
   (a) usable benefit **(b)** full finance at 0%
   (c) instant draws and assigned gifts **(d)** rebate

5. Which of these is a shopping product?
   (a) An expensive designer watch
   (b) Hand-made jewellery from a famous designer
   (c) Matchboxes
   (d) Shoes

6. Which of these uses a zero level channel?
   (a) A firm sells to big retail chains, which sell to consumers.
   (b) A soap maker sells to wholesalers, who sell to retailers, who sell to consumers.
   (c) A salesperson of the firm sells water purifiers door to door.
   (d) Biscuits go from the factory to wholesalers to small shops to buyers.

7. A shirt listed at ₹1,960 is offered at 20% discount. What does a buyer pay?
   (a) ₹1,940 **(b)** ₹392 **(c)** ₹1,568 **(d)** ₹1,960

8. A 100 g pack of biscuits costs ₹420. A quantity gift gives 50% extra at the same price. What is the new cost per 100 g?
   (a) ₹280 **(b)** ₹420 **(c)** ₹630 **(d)** ₹210

Section B — Short answer — 8 × 2 = 16 marks

9. What is marketing?

10. Explain each term: (a) labelling (b) sales promotion

11. Name the marketing philosophy in each case. (a) A firm believes buyers will not buy unless persuaded, and uses heavy selling and promotion. (b) A firm first studies what buyers need and then makes products to satisfy them.

12. Name the sales promotion technique. (a) Free sample packets of a new tea are handed out. (b) Buy goods worth ₹5,000 and get a voucher for a free meal.

13. Name the level of packaging. (a) A big corrugated box of 48 soaps sent to a wholesaler. (b) The tube that holds toothpaste.

14. Which element of the marketing mix does each decision belong to? (a) Offering a discount to bulk buyers. (b) Running advertisements on television.

15. A two level channel: the maker sells a product to the wholesaler at ₹530; the wholesaler adds 5% and the retailer adds 25%. What does the consumer pay?

16. Under a full finance at 0% offer, a phone costing ₹39,000 is paid in 24 equal monthly instalments with no interest. What is each instalment?

Section C — Word problems — 4 × 4 = 16 marks

17. Explain the marketing philosophies.

18. Match each with its meaning: (a) marketing mix (b) labelling (c) channel of distribution. Choose from: the product, price, place and promotion tools of a firm; putting identifying information on the package; the route by which goods move from producer to consumer.

19. Read about Shubh Footwear Ltd. (a) A firm first studies what buyers need and then makes products to satisfy them. (b) A firm believes buyers will not buy unless persuaded, and uses heavy selling and promotion. (c) A firm uses recyclable packing and cares for society's long-term welfare. Identify the marketing philosophy in each part and explain it briefly.

20. Shubh Footwear Ltd runs these offers: (a) Prices of a soap are cut by ₹10 for a week to clear stock. (b) Return the empty pack and get ₹5 back. (c) Buy goods worth ₹5,000 and get a voucher for a free meal. Name each sales promotion technique, and give one merit and one limitation of sales promotion.

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Answer key

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Q	Answer	Working
1	(d) production concept	—
2	(a) the part of a brand that is recognised but not spoken	—
3	(d) product concept	—
4	(a) usable benefit	—
5	(d) Shoes	—
6	(c) A salesperson of the firm sells water purifiers door to door.	—
7	(c) ₹1,568	1,960 − 20% of 1,960
8	(a) ₹280	420 ÷ 1.5
9	A social process by which people get what they need and want through creating and freely exchanging products and services of value.	—
10	(a) putting identifying information on the package (b) short-term incentives to encourage immediate buying	—
11	(a) selling concept (b) marketing concept	—
12	(a) sampling (b) usable benefit	—
13	(a) transportation package (b) primary package	—
14	(a) price (b) promotion	—
15	₹695.62	530 × 1.05 × 1.25
16	₹1,625	39,000 ÷ 24
17	Production concept (cheap, widely available goods), product concept (best quality), selling concept (aggressive selling), marketing concept (satisfying customer needs), and societal marketing concept (customer needs with society's long-term welfare).	—
18	(a) the product, price, place and promotion tools of a firm (b) putting identifying information on the package (c) the route by which goods move from producer to consumer	—

Q	Answer	Working
19	**(a) marketing concept: focus on satisfying customer needs (b) selling concept: focus on aggressive selling and promotion (c) societal marketing concept: customer needs together with society's welfare**	—
20	**(a) rebate (b) refund (c) usable benefit; merit: e.g. attracts attention, helps launch new products; limitation: e.g. may suggest a crisis or spoil the product's image**	—