

QB365 Question Bank Software Study Materials

Marketing and Marketing Mix Important 2,3 & 5 Marks Questions With Answers (Book Back and Creative)

12th Standard

Commerce

Total Marks : 75

2 Marks

10 x 2 = 20

1) Define Marketing Mix.

Answer : According to Jerome Mc. Carthy, "Marketing mix is a pack of four sets of variables namely product variable, price variable, promotion variable and place variable".

2) What is Marketing?

Answer : Marketing is one of the business functions that all activities that take place in relation to markets for actualise potential exchanges for the purpose of satisfying human needs and wants.

3) What is meant by Grading?

Answer : Grading means classification of standardized products into certain well defined classes.

4) Give any two internal factors affecting the price of product / service

Answer : (i) Marketing objectives
(ii) Marketing mix strategy
(iii) Costs

5) Define Price

Answer : According to Philip Kotler, "Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service

6) What is Branding?

Answer : Branding means giving a name or symbol to a product in order to differentiate it from competitive products.

7) How do you protect your product from breakage, spoilage and damage?

Answer : (i) Packing, It means wrapping and crating of goods before distribution.
(ii) Goods are packed in packages or containers in order to protect them against breakage, leakage, spoilage and damage of any kind.

8) What are types of financing?

Answer : Financial are of three types. They are
(i) Long-term finance.
(ii) Medium-term finance and
(iii) Short-term finance.

9) Which has a very important role in success or failure of product?

Answer : (i) Pricing, It's perhaps the most important decision taken by a businessman.
(ii) It is the decision upon which the success or failure of an enterprise depends to a large extent.
(iii) Price must be determined only after taking all the relevant factors into consideration.

10) Write the 4Ps of Modern marketing Mix?

Answer : Performance, People, process, programme

3 Marks

5 x 3 = 15

11) What are the objectives of marketing?

Answer : The following are the objectives of marketing :

- (i) Intelligent and capable application of modern marketing policies.
- (ii) To develop the marketing field.
- (iii) To develop guiding policies and their implementation for a good result.
- (iv) To suggest solutions by studying the problems relating to marketing.
- (v) To find sources for further information concerning the market problems.
- (vi) To revive existing marketing function, if shortcomings are found.

12) What are the concept of marketing?

Answer : Marketing Concepts:

(i) What I can sell?

Make what you can sell, but do not try to sell what you can make.

(ii) Shall I first create Products?

No, first create a customer, Then Create Products.

(iii) Shall I love my Products?

No, love your customers and not the Products.

(iv) Who is Supreme in Markets?

Customer is Supreme or King.

(v) Who will shape my Decisions?

Customer's preferences shape your decisions.

13) What do you Risk bearing in business?

Answer : There are several factors that affect the business. Those risk has to borne by the organization to achieve the objectives of the business. They are:

1. Time risk.
2. Place risk.
3. Competition risk.
4. Risk of change in demand.
5. Risk arising from natural calamities.
6. Human risks.
7. Political risks.

14) Explain Marketing Mix Matrix.

Answer : (i) The principle of 4p Matrix is that marketing decisions usually fall into four controllable categories: Product, Place, Price and promotion.

(ii) Carefully positioning the product in each category will generate a better response from the target market.

15) How do Advertisements play a role in business?

Answer : (i) Special features and benefits should be conveyed effectively to the potential customers.

(ii) They are done effectively through advertisement. It creates the customers available at the product in the market.

(iii) Only with excellent promotion we can achieve the desired success.

(iv) Advertising can be done like Internet, Television, Radio, Print, Newspaper, Bill Board and Magazine.

5 Marks

8 x 5 = 40

16) Discuss about the Evolution of marketing.(Any 5)

Answer : (i) **Barter System :** The goods are exchanged against goods, without any other medium of exchange, like money.

(ii) **Production Orientation :** This was a stage where producers, instead of being concerned with the consumer preferences, concentrated on the mass production of goods for the purpose of profit.

(iii) **Sales Orientation :** The stage witnessed major changes in all the spheres of economic life. The selling became the dominant factor, without any efforts for the satisfaction of the consumer needs.

(iv) **Marketing Orientation :** Customer's importance was realised but only as a means of disposing of goods produced. Competition became more stiff.

(v) **Consumer Orientation :** Under this stage only such products are brought forward to the markets which are capable of satisfying the tastes, preferences and expectations of the consumers-consumer satisfaction.

(vi) **Management Orientation:** The marketing function assumes a managerial role to co-ordinate all interactions of business activities with the objective of planning, promoting and distributing and services to the present and potential customers.

17) Narrate the Elements of Marketing mix.

Answer : They are discussed below :

(i) **Product :** Product is the main element of marketing. Without a product, there can be no marketing.

(ii) **Price :** Price is the value of a product expressed in monetary terms. It is the amount charged for the product.

(iii) **Place :** The third element of product mix, namely place or physical distribution facilitates the movement of products from the place of manufacture to the place of consumption at the right time.

(iv) **Promotion :** An excellent product with competitive price cannot achieve a desired success and acceptance in market, unless and until its special features and benefits are conveyed effectively to the potential consumers.

18) Why the marketing is important to the society and individual firm? Explain

Answer : (a) **To the Society:**

(i) Marketing is a connecting link between the consumer and the producer.

(ii) Marketing helps in increasing the living standard of people.

(iii) Marketing helps to increase the nation's income.

(iv) Marketing process increases employment opportunities.

(v) Marketing creates modern cultivators.

(vi) Marketing removes the imbalances of supply by transferring the surplus to deficit areas, through better transport facilities.

(vii) Marketing helps to maintain economic stability and rapid development in underdeveloped or developing countries.

(viii) Marketing includes all activities in the creation of utilities- form, place, time and possession.

(ix) A reduction in the cost of marketing is a direct benefit to society.

(x) Marketing adds value of goods by changing their ownership and by changing their time and place of consumption.

(b) **To the individual firms:**

(i) Marketing generates revenue to firms.

(ii) Marketing section of a firm is the source of information to the top management for taking overall decisions on production.

(iii) Marketing and innovations are the two basic functions of all businesses, the world is dynamic.

(iv) Marketing facilitates the development of business and creates employment opportunities for people.

19) What is Marketing?

Answer : (i) Marketing is the performance of buying activities that facilitate to more flow of goods and services from producer to ultimate user.

(ii) Selling is basically concerned with putting the goods into the hands of the buyers for a price, but marketing is much wider than selling.

(iii) The development of marketing is evolutionary rather than revolutionary.

20) State advantages of warehousing.

Answer : (i) Warehouses create time utility by storing the goods throughout the year and releasing them as and when they are needed.

(ii) Several types of warehouses are used for storage of goods, which are as follows.

(iii) (1) Private warehouses,

(2) Public warehouses and

(3) Bonded warehouses.

(iv) Depending on your requirements of space and goods you can get your warehouses.

(v) Warehouses helps in storing of goods in a proper place for the time between production and consumption.

21) How market information is helpful to invention of new product in the market?

Answer : Market gives us the information which is helpful in invention of new product in the market.

- (i) The main aim is to satisfy the buyer, the latter becomes the starting point of all marketing activities
- (ii) The product must be designed to suit the needs of the buyer.
- (iii) The buyer must be convinced with the price.
- (iv) Even a small things must be designed in such a way that the buyer finds its attractive
- (v) It gives us the information that what the present generation is in need.
- (vi) It could be identified with a good marketing research.
- (vii) what the competing product we have at what price?
- (viii) What could be substitute products for it?
- (ix) What is the exactly requirement of the consumer.
- (x) This things can be understood from the behaviors of consumers in market.

22) Briefly explain the functions of physical supply of marketing.

Answer : There are two important functions under this classification:

- (i) Transportation
- (ii) Storage and warehousing

(i) Transportation:

- a) Transport means carrying of goods, materials and men from one place to another.
- b) It plays an important role in the marketing. It creates place utility by moving goods from the place where they are available in plenty, to places where they are needed.
- c) Various types of transport are used for carrying goods like a. Land transport, b. Water transport and c. Air transport.
- d) Innovation, Representation, Decision-making, and Communication are the subsidiary functions of management.

(ii) Storage and Warehousing:

a. Storage:

- i) Storage is another function of marketing process and it involves the holding and preservation of goods from the time they are produced to the time they are consumed.
- ii) Generally, there is a time gap between the production and consumptiop of goods.
- iii) Therefore, there is need for storing so as to make the goods available to the consumers and when they are required

b. Warehousing:

Warehouses create time utility by storing the goods throughout the year and releasing them as and when they are needed.

Several types of warehouses are used for storage of goods, which are as follows:

- (i) Private warehouses
- (ii) Public warehouses
- (iii) Bonded warehouses

23) Describe the facilitating functions

Answer : (i) These are the functions which help or facilitate in the transfer of goods and services from the producer to the consumer.

(i) They are not directly connected with the transfer of goods, under this category the following functions are included.

(i) Financing:

- a. Long-term finance
- b. Medium term finance
- c. Short- term finance

(ii) Risk bearing:

- a. Time risk
- b. Place risk
- c. Competition risk
- d. Risk of change in demand
- e. Risk arising from natural calamities
- f. Human risks
- g. Political risks

(iii) Market Information:

According to Clark and Clark market information means "all the facts, estimates, opinions and other information used in marketing of goods".

(iv) Standardization:

Standardization means establishment of certain standards based on intrinsic qualities of a commodity.

The quality may be determined on the basis of various factors like size, colors, taste, appearance, etc.

(v) Grading:

Grading means classifications of standardised products in to certain well defined classes.

(vi) Branding:

Branding means giving a name or symbol to a product in order to differentiate it from competitive products.

(vii) Packing:

Packing means wrapping and crating of goods before distribution.

Goods are packed in packages or containers in order to protect them against breakage, leakage, spoilage and damage of any kind.

(viii) Pricing :

Pricing is perhaps the most important decision taken by a businessman. It is the decision upon which the success or failure of an enterprise depends to a large extent.

Therefore, price must be determined only after taking all the relevant factors into consideration.