

# QB365 Question Bank Software Study Materials

## Recent Trends in Marketing 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) What is green marketing?

**Answer :** (i) Green marketing implies marketing environmentally friendly products.

(ii) It refers to holistic marketing concept with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc.

(iii) Green marketing is also known as environmental marketing.

2) What is service marketing?

**Answer :** (i) Service marketing is a specialised branch of marketing.

(ii) Service marketing denotes the processing of selling service goods like telecommunication, banking, insurance, car rentals, healthcare, tourism, professional services, repairs, etc.

3) What is Social marketing?

**Answer :** (i) Social marketing is a new marketing tool.

(ii) It is the systematic application of marketing philosophy and techniques to achieve specific behavioral goals which ensure social good.

(iii) For example, this may include asking people not to smoke in public areas, asking them to wear seat belts or helmets, etc.

4) What is Ambush Marketing?

**Answer : Ambush Marketing:**

**(i) Ambush marketing is a method of building brands in covert ways. For example X has sponsored a football event to promote**

**his brand. Every time camera zooms on reference, a group of people sitting on the bench wearing 'Y' company brand name imposed shirt comes into focus.**

**(ii) Bigger companies engage in ambush marketing tactics to undermine official event sponsors.**

5) What is E-business?

**Answer :** (i) Regular production or purchase and sale of goods undertaken with an objective of earning profit is called business.

(ii) If all the business transaction carried out through Internet and other Online tools is called E-business. Example: Web, Internet, etc.

6) What is E-Tailing?

**Answer :** E-Tailing or electronic retailing refers to selling of goods and services through a shopping website (internet) or through virtual store to the ultimate consumer.

7) What is content marketing?

**Answer :** Content marketing is said to be the art of communicating with customers and prospects without selling. The Content Marketing institute calls it non-interruption marketing.

8) What is Rural Marketing?

**Answer :** Rural marketing is a process of developing pricing, promoting and distributing rural specific goods and services leading to derived exchange with rural customers to satisfy their needs and wants.

9) In IPL 20-20 match I send my 20 employees as a audience wearing my company name t-shirt. What kind of marketing is this?

**Answer :** Ambush marketing

- 10) Mrs. Narmatha wants O-ve blood for her one month old child for an emergency operation. What type of marketing technique will she use? Why?

**Answer :** Viral Marketing. Spreading News

**3 Marks**

10 x 3 = 30

- 11) Discuss the objectives E-Marketing. (any 3)

**Answer :** The following are the objectives of E-Marketing:

- (i) Expansion of market share
- (ii) Reduction of distribution and promotional expenses
- (iii) Achieving higher brand awareness.
- (iv) Strengthening data - base

- 12) What are the advantages of E - marketing?

**Answer : Advantages of E-Marketing:**

- (i) Any Time Market: E-Marketing provides 24 hours and 7 days '24/7" service to its users. So, consumers can shop or order the product anytime from anywhere.
- (i) Direct contact of end consumer by the manufacturers cuts down the substantially intermediation cost. Thus products bought through e-marketing become cheaper.
- (iii) Consumer can buy what ever they want/need, just by browsing the various sites.

- 13) What is B2B and B2C type of E-Commerce?

**Answer :** B2B

- (i) Business to Business involve companies that are selling to other companies such as one business finished products would be the raw materials of the other business.
- (ii) Whole sales sell their products in bulk from their manufacturing plants to businesses that turn around and sell those products to customers.

B2C

- (i) Business to Consumer is the most common E-Commerce companies, which include companies selling finished goods or products to consumers directly through their websites.
- (ii) The products could be shipped and delivery from the company's warehouse or directly from the manufacture.

- 14) Explain the importance of social marketing.

**Answer :** Importance of social marketing:

- (i) The primary aim of social marketing is social good such as anti-tobacco, anti-drug, anti-pollution, anti-dowry, road safety, protection of girl child, against the use of plastic bags.
- (ii) Social marketing promotes the consumption of socially desirable products and health consciousness.
- (iii) It helps to eradicate social evils that affect the society and quality of life.

- 15) Elucidate how E-Commerce differs from E-Business.

**Answer :** (i) E-commerce simply refers to the buying and selling of products and services through Online but E-business goes a way beyond the simple buying and selling of goods and service and much wider range of business processes, Such as supply chain management, electronic order processing and customer relationship management.

(ii) E-Commerce and E-Business is used interchangeably in its broader meaning just as commerce and business.

- 16) Write a short note on Rural marketing.

**Answer :** (i) Rural marketing is a process of developing pricing, promoting and distributing rural specific goods and services leading to derived exchange with rural customers to satisfy their needs and wants.

(ii) Rural marketing is now a two-way marketing process. There is inflow of products into rural markets for production or consumption and there is also outflow of products to urban areas.

(iii) The urban to rural flow consists of agricultural inputs, fast-moving consumer goods (FMCG) such as soaps, detergents, cosmetics, textiles, and so on.

(iv) The rural to urban flow consists of agricultural produce such as rice, wheat, sugar, and cotton.

(v) There is also a movement of rural products within rural areas for consumption

- 17) Write a short note on  
(i) Viral marketing  
(ii) Ambush marketing

**Answer : (i) Viral Marketing:**

(1) Viral marketing is able to generate interest and the potential sale of a brand or product through messages that spread quickly like a virus from person to person.

(2) The most widespread example in recent times is the creation of moving, surprising or spectacular videos on YouTube, which are then shared on Facebook, Twitter and other channels.

**(ii) Ambush Marketing:**

(1) Ambush marketing is a method of building brands in covert ways. For example X has sponsored a football event to promote his brand. Every time camera zooms on reference, a group of people sitting on the bench wearing 'Y' company brand name imposed shirt comes into focuses.

(2) Bigger companies engage in ambush marketing tactics to undermine official event sponsors

- 18) Write a note on  
(i) Guerrilla marketing  
(ii) Multilevel marketing

**Answer : (i) Guerrilla Marketing:**

(1) The concept of Guerrilla Marketing was invented as an unconventional system of promotions that relies on time, energy and imagination rather than a big marketing budget.

(2) It is suited to small companies which cannot set apart big advertisement budget.

**(ii) Multilevel Marketing :**

(1) Multilevel Marketing is the marketing strategy wherein the direct sales companies encourage its existing distributors to recruit new distributors to facilitate the sale of goods and services.

(2) The recruits are called as the participant's "Downline" or distributor's "Downline" Example, Tupperware, and Amway are the direct sales companies that use the multilevel marketing. The multilevel marketing is also called as a network marketing, referral marketing or pyramid selling.

- 19) Describe the Content Marketing.

**Answer :** (i) Content Marketing is said to be the art of communicating with customers and prospects without selling.

(ii) The Content Marketing institute calls it non-interruption marketing.

(iii) Under this concept products/services are presented impressively to target market which responds to the content delivered in the form of good sales response and greater loyalty.

- 20) Briefly Explain Guerrilla Marketing.

**Answer :** (i) Guerrilla marketing represents an advertisement strategy to promote products/services on streets or other public places with monkey like shopping malls, parks beach, etc.

(ii) Consumers/customers are taken by surprise to make a big impression about the brand which in turn creates buzz about the brand on shirts it create a memorable experience in the mind of target audience which triggers good response's to sales.

(iii) It is suited to small companies which cannot set apart big advertisement budget.

**5 Marks**

5 x 5 = 25

- 21) Explain in detail how traditional marketing differ from E-marketing.

**Answer :**

S. NO.	E-MARKETING	TRADITIONAL MARKETING
1.	Electronic marketing or E-marketing is the process of marketing of products and services Over internet and tele networks.	Goods and services are directly purchased and sold in the market is known as traditional marketing.
2	It is very economical and faster way to promote the products	It is very expensive and takes more time to promote product
3.	It is quite easier for promoting product globally in the short time	It is very expensive and time consuming to promote product/ service under traditional marketing
4.	E-Business enterprises can expand their operation with minimum man power	It needs more man power
5.	In this marketing product can be sold or bought 24 x 7,round the year with minimum manpower	That is not possible in traditional marketing

22) Discuss any two new methods of marketing.

**Answer : Guerrilla Marketing :**

- (i) The concept of Guerrilla Marketing was invented as an unconventional system of promotions that relies on time, energy and imagination rather than a big marketing budget.
- (ii) Guerrilla marketing represents advertisement strategy to promote products/ services on streets or other public places with monkey like shopping malls, parks beach etc.,
- (iii) It is suited to small companies which cannot set apart big advertisement budget.

**Multilevel Marketing**

- (i) Multilevel Marketing is the marketing strategy wherein the direct sales companies encourage its existing distributors to recruit new distributors to facilitate the sale of goods and services.
- (ii) The distributor is compensated not only for the sales generated by him but also gets a percentage on sales revenue of the other distributor he recruits, thus; a multilevel marketing is a type of direct selling wherein the distributor sells the product via relationship referrals and word-of-mouth marketing.

23) Explain advantages and disadvantages of E-tailing.

**Answer : Advantages of E-tailing :**

- i) Customers can shop from the comfort of their homes at any time of the day instead of visiting a store during specific hours.
- ii) It reduces advertising and marketing expenses as customers can find the stores through search engines or social media.
- iii) Companies can more products faster and reach more customers Online than with traditional physical locations.

**Disadvantages:**

- (i) Creating and maintaining an E-tailing website can be expensive.
- (ii) Infra structure costs can be substantial if ware houses and distribution centers need to be built to store and ship products.
- (iii) Consumers may not trust E-tailing that is not well established or does not have a physical location near them.
- (iv) E-tailing does not offer experience shopping whereby consumers can hold, smell, feel or by product and services before purchasing them.

24) Describe the various strategies pursued in recent day's marketers.

- Answer :** i) In the Globalised business environment, the marketer must move goods, faster and quicker to satisfy the consumer's needs and wants by servicing the best quality goods and services.
- ii) Therefore marketers are shifting from transaction thinking to relationship building and also focusing on lifelong customers.
- iii) It is possible to carry out all the business transactions thinking to relationship building and also focusing on lifelong customer.
- iv) So, marketer has give more emphasis on the notion, "offer more for less" and adopt different strategies to satisfy the consumers.
- v) It is possible to carry out all the business transactions over an electronic network, primarily through the Internet.
- vi) The number of Internet users is increasing very rapidly. They use a variety of tools like computer, laptops, tablet and smart or android phone devices to access different websites.
- vii) Besides the social media networks have opened new aveues of interacting with customers.

25) Compare the concept of social marketing with service marketing.

**Answer : I. Social Marketing**

- (i) Social marketing is a new marketing tool.
- (ii) It is the systematic application of marketing philosophy and techniques to achieve specific behavioural goals which ensure social good.
- (iii) For example, this may include asking people not to smoke in public areas, asking them to wear seat belts or persuading them to follow speed limits.

**II. Service Marketing**

- (i) Service marketing is a specialized branch of marketing.
- (ii) A service is any activity or benefit that one party can offer to another which is essentially intangible and which does not result in the ownership of anything like business and professional services insurance, legal service, medical service etc.