

Department of Commerce

T.Y.B.Com.

Semester V

Marketing

Learning Resources

Kelkar Education Trust's

Vinayak Ganesh Vaze College

Mulund, Mumbai

Faculty

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2014



T.Y.B.COM – (Semester – V)

Credit Based Semester and Grading System
w.e.f. the Academic year 2014 – 2015

COMMERCE- PAPER V - (MARKETING) TOTAL =45 LECTURES

MODULE - I

INTRODUCTION TO MARKETING

(11 Lectures)

- 1.1 Marketing
 - 1.1.1 Meaning of Marketing - Features - Importance
 - 1.1.2 Functions of Marketing - Evolution of Marketing Concept
- 1.2 Strategic Marketing Management - Meaning - Comparison between Traditional and Strategic Marketing Management
- 1.3 Recent Trends in Marketing
 - 1.3.1 Customer Relationship Management (CRM) - Meaning - Techniques
 - 1.3.2 Social Marketing - Meaning - Significance - Concept of Green Marketing
 - 1.3.3 Digital Marketing - Meaning - Forms (Internet Marketing, Social Media Marketing, Viral Marketing, Tele Marketing, Mobile Marketing)
 - 1.3.4 Event Marketing - Meaning - Steps
 - 1.3.5 Emerging Ethical Issues in Marketing - Importance of Ethics In Marketing
- 1.4 Challenges before Marketing Manager in Changing Business Environment (Global Market, Compressed PLC, Increasing Customer Awareness, Technology Boom, Emergence of Social Media)

MODULE- II

MARKETING INFORMATION SYSTEM, CONSUMER BEHAVIOUR AND

MARKET SEGMENTATION

(11 Lectures)

- 2.1 Marketing Information System (MIS)
 - 2.1.1 MIS - Meaning - Features - Components- Essentials of Good MIS
 - 2.1.2 Marketing Research - Meaning - Features - Process
- 2.2 Consumer Behaviour
 - 2.2.1 Consumer Behaviour - Meaning - Factors affecting Consumer Behaviour
 - 2.2.2 Buying Decision Process
- 2.3 Market Segmentation
 - 2.3.1 Market Segmentation - Meaning - Importance
 - 2.3.2 Bases of Market Segmentation - Niche Marketing
- 2.4 Product Positioning - Meaning - Importance - Positioning Strategies

MODULE- III

MARKETING MIX- I (PRODUCT DECISIONS AND PRICE DECISIONS)

(11 Lectures)

- 3.1 Marketing Mix - Meaning - Elements / Components - Importance
- 3.2 Product Decisions
 - 3.2.1 Product Decision Areas
 - 3.2.2 Product Line (Length, Depth, Width) and Product Mix - Packaging, Labelling,
Product Life Cycle
 - 3.2.3 Branding – Meaning - Components of a Brand - Factors Influencing Branding
 - Brand Equity - Meaning - Factors Influencing Brand Equity
 - Brand Extension - Meaning - Advantages

- Brand Loyalty

3.3 Price Decision

- 3.3.1 Meaning - Significance of Pricing
- 3.3.2 Factors Affecting Pricing Decision
- 3.3.3. Pricing Objectives
- 3.3.4 Pricing Methods and Strategies

MODULE- IV

MARKETING MIX-II (PHYSICAL DISTRIBUTION AND PROMOTION DECISION)

(12 Lectures)

4.1 Place / Physical Distribution

4.1.1 Meaning - Physical Distribution- Factors Affecting the Selection of Distribution Channels

4.1.2 Types of Distribution Channels

4.1.3 Recent Trends in Distribution (Horizontal - Third Party delivery Channel -

Multi-Channel Marketing - Multi-Level Marketing)

4.1.4 Components of Distribution (Logistics - Transport –Warehousing - Inventory System)

4.2 Promotion Decision

4.2.1 Meaning of Promotion - Objectives of Promotion Decision

4.2.2 Elements of Promotion

- Advertising - Meaning - Features
- Publicity - Meaning – Features
- Sales Promotion - Meaning - Techniques
- Direct Marketing - Meaning - Forms
- Public Relations - Meaning - Parties In Public Relations

4.3 Integrated Marketing Communication - Meaning - Features - Components

REFERENCES:-

1. Marketing Management - An Asian Perspective- Philip Kotler, Siew Meng Leong, Swee Hoon Ang, Chin Tiong Tan; Prentice Hall
2. Marketing Management - Dr. C.B. Gupta, Dr. N. Rajan Nair; Sultan Chand and Sons
3. Marketing Management in MNCs - P.K. Ravishankar; Pacific Publication
4. Consumer Behaviour and Retail Management - A. Hari Hara Nath Reddy. G. Rama Krishna, K. Venugopal Rao; Manglam Publications
5. Marketing Management - Rajan Saxena; Tata McGraw- Hill Publishing Company Limited
6. Basics Marketing Management: Theory and Practice - Dr. R.B. Rudani; S. Chand
7. Marketing management - V. Ramaswamy , S. Namakumar, McMillan
8. Marketing Management - C.B. Mamoria, R. K. Suri, Kitab Mahal
9. Marketin - Shelekar S. A -Himalya
10. <http://www.inwise.com/about/what%27s-digital-marketing.aspx>

T.Y.B.COM – (Semester – VI)

Credit Based Semester and Grading System
w.e.f. the Academic year 2014 – 2015

COMMERCE- PAPER VI - (HUMAN RESOURCE MANAGEMENT)

TOTAL= 45 LECTURES

MODULE I

HUMAN RESOURCE MANAGEMENT (HRM)

(11 Lectures)

- 1.1 Human Resource Management (HRM)
 - 1.1.1 Meaning of HRM – Features / Nature - Significance - Scope /
Functions
 - 1.1.2 Strategic Human Resource Management - Meaning - Comparison
between Traditional and Strategic Human Resource
Management
 - 1.1.3 Human Resource Information System (HRIS) - Meaning -
Importance
- 1.2 Human Resource Planning (HRP)
 - 1.2.1 HRP - Meaning - Steps
 - 1.2.2 Job Analysis - Meaning - Benefits - Components
 - 1.2.3 Job Design - Meaning - Factors influencing Job Design - Techniques
 - 1.2.4 Recruitment- Meaning - Sources of Recruitment
 - 1.2.5 Selection - Meaning - Steps in Scientific Selection Process for
Managerial Personnel
 - 1.2.6 Interview and Employment Test - Meaning - Types

MODULE-II

HUMAN RESOURCE DEVELOPMENT (HRD)

(11 Lectures)

- 2.1 Human Resource Development
 - 2.1.1 Meaning of HRD - Scope / functions
- 2.2 Training and Management Development Programme - (MDP)
 - 2.2.1 Training - Meaning - Methods (On the Job and Off the Job) - Importance
 - 2.2.2 Management Development Programme - Meaning - Techniques of MDP

2.3 Performance Appraisal

2.3.1. Meaning of Performance Appraisal - Benefits- Limitations

2.3.2. Traditional and Modern Methods of Performance Appraisal

2.4 Career Planning and Development (CPD)

2.4.1 Meaning of CPD - Importance - Role of Employer and Employee in CPD

2.4.2 Career Options in HRM

2.4.3 Succession Planning

MODULE - III

HUMAN RELATIONS

(11 Lectures)

3.1 Human Relations (HR)

3.1.1 Meaning of Human Relations - Significance of Human Relations

3.2 Leadership

3.2.1 Meaning of Leadership - Styles

3.2.2 Theories of Leadership - Trait Theory- Transactional Theory - Transformational Theory

3.3 Motivation

3.3.1 Meaning of Motivation - Factors Influencing Motivation

3.3.2 Theories of Motivation - Alderfer's ERG Theory- McGregor's Theory X and Theory Y, William Ouchi's Theory Z

3.4 Employee Morale

3.4.1 Meaning of Employee Morale - Factors Influencing Employee Morale

3.5 Grievance Handling

3.5.1 Meaning of Grievance -Causes of Grievances

3.5.2 Grievance Handling Procedure

MODULE – IV

RECENT TRENDS IN HUMAN RESOURCE MANAGEMENT (12 Lectures)

4.1 Human Resource Accounting - Meaning - Importance

4.2 Emotional Quotient (EQ), Spiritual Quotient (SQ) - Meaning - Factors affecting EQ and SQ

4.3 Mentoring and Counselling - Meaning - Techniques of Counselling

4.4 Challenges before HR Manager in Changing Business Environment

(Work Force Diversity - Attrition - Downsizing - Ethical Issues in HRM such as Sexual Harassment, Discrimination)

REFERENCES:

1. Strategic Human Resource Management- Jeffery A. Mellow, Thomson South Western
2. Human Resource And Personnel Management-Text and Cases- K. Ashwathappa, Tata McGraw-Hill's
3. Personnel And Human Resource Management-P. Subba Rao, Himalaya
4. Human Resource Management –Garry Dessler And Biju Varkkey, Pearson
5. Human Resource Management-(Contemporary Perspective)- Ian Beardwell, Len Holden, McMillan
6. Strategic HRM : An Indian Perspective- Anuradha Sharma, Aradhana Khandekar, Response Books
7. Strategic HRM- Mahapatra, New Age Publishing
8. HRM (Ed. -11th) - Garry Dessler And Biju Varkkey, Pearson
9. Organisational Behaviour- John Newstram , Keith Davis, Tata McGraw-Hill's
10. Human Resource Management -Praveen Durai, Pearson
11. Human Resource Management – A. M. Shaikh, S. Chand
12. Leadership (Theory & Practice) - Peter G. North house

COMMERCE- PAPER V & VI - MARKETING/ HRM
Semester – V & VI
PAPER PATTERN FOR REVISED SYLLABUS (w. e. f. 2014-2015)

Duration – 2 Hrs. and 30 Mins.

Max. Marks - 75

N.B. - 1. All questions are compulsory

2. Figures to the right indicate full marks

Q. 1. Answer the followings (Any Two) (15)

(On Module No. I)

- a)
- b)
- c)

Q. 2. Answer the followings (Any Two) (15)

(On Module No. II)

- a)
- b)
- c)

Q. 3. Answer the followings (Any Two) (15)

(On Module No. III)

- a)
- b)
- c)

Q. 4. Answer the followings (Any Two) (15)

(On Module No. IV)

- a)
- b)
- c)

Q5. Objective Type question (Module I, II, III & IV)

- | | | |
|--|---|-------------|
| A) Fill in the blanks | 5 | (15) |
| B) State whether true or false without reasons | 5 | |
| C) Match the following | 5 | |

OBJECTIVES-SET -I

MODULE - I

FILL IN THE BLANKS :

- (1) The _____ concept of marketing revolved around profit maximization.
(a) Traditional (b) Modern (c) Societal (d) Segmentation
- (2) _____ concept revolves around the customers.
(a) Production (b) Marketing (c) Exchange (d) Selling
- (3) _____ is the oldest concept of marketing.
(a) Product (b) Exchange (c) Production (d) Marketing
- (4) _____ concept of marketing follows product excellence.
(a) Selling (b) Societal (c) Product (d) Marketing
- (5) Fulfilling social responsibility is one of the essentials of _____ concept.
(a) Societal (b) Production (c) Product (d) Exchange
- (6) According to _____ concept, exchange of a product between the seller and the buyer is the central idea of marketing.
(a) Product (b) Exchange (c) Production (d) Selling
- (7) According to _____ concept, consumers will prefer products that are inexpensive and widely available.
(a) Product (b) Exchange (c) Selling (d) Production
- (8) _____ concept states that the consumers will products that offer the best quality, performance or innovative features.
(a) Product (b) Exchange (c) Selling (d) Production
- (9) According to _____ concept, a company has to push its products in market by undertaking selling efforts such as advertising, publicity, salesmanship, sales promotion etc.
(a) Product (b) Selling (c) Marketing (d) Societal
- (10) _____ starts with determining consumer wants and ends with the satisfaction of those wants.
(a) Marketing (b) Product (c) Selling (d) None of the above
- (11) Organisations, who support _____ concept, work at a balance between the three objectives of company profits, consumer satisfaction and public interest.
(a) Marketing (b) Production (c) Societal (d) All of the above
- (12) _____ is concerned with collecting information about different aspects of marketing.
(a) Promotional Research (b) Product Planning
(c) Pricing Research (d) Marketing Research
- (13) Product Planning implies devising _____ for the markets.
(a) Distribution (b) Products (c) Promotion (d) Pricing
- (14) _____ gives a distinctive and a separate identity to the product.
(a) Selling (b) Pricing (c) Branding (d) Research

- (15) _____ is a personal form of communication
 (a) Advertising (b) Sales Promotion
 (c) Publicity (d) Personal Selling
- (16) _____ involves short term incentives given by the seller in order to promote the _____ sale of the product in the market.
 (a) Advertising (b) Personal Selling
 (c) Sales Promotion (d) Public Relation
- (17) _____ is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational objectives.
 (a) Selling (b) Direct Marketing (c) Marketing (d) None of the above
- (18) The _____ concept starts with determining consumer wants and ends with the _____ satisfaction of those wants.
 (a) Marketing (b) Segmentation (c) Branding (d) Pricing
- (19) _____ is the essence of Marketing.
 (a) Place (b) Time (c) Exchange (d) Money
- (20) Marketing leads to transfer of _____ from the manufacturer to the consumers.
 (a) Service (b) Ownership (c) Money (d) Capital
- (21) _____ concept of marketing takes into consideration interest of all the stakeholders _____ of business.
 (a) Holistic (b) Production (c) Traditional (d) Exchange
- (22) Sales Promotion is _____ term incentives given by the seller in order to promote _____ the sale of the product in the market.
 (a) Long (b) Medium (c) Standard (d) Short
- (23) _____ is a non-personal form of mass communication.
 (a) Sales Promotion (b) Personal Selling
 (c) Advertising (d) Direct Marketing
- (24) Test Marketing means introducing a product in a _____ segment of the market.
 (a) Large (b) Small (c) Medium
 (d) Urban
- (25) _____ Marketing recognises the importance of developing long term relationship with customers.
 (a) Customer Relationship (b) Green
 (c) Social (d) Traditional
- (26) _____ marketing is the process of strategy development by regularly considering _____ marketing environment and consumer satisfaction.
 (a) Strategic (b) Traditional (c) Social (d) Green
- (27) _____ Marketing is also known as marketing for social causes.
 (a) Traditional (b) Societal (c) Social (d) Online
- (28) _____ Marketing refers to marketing of products that are presumed to be environmentally safe.
 (a) Societal (b) Social (c) Traditional (d) Green

- (29) _____ Marketing is a form of word of mouth marketing that aims to spread the _____ message exponentially.
 (a) Green (b) Viral (c) Social (d) Societal
- (30) _____ Marketing also refers to wireless marketing.
 (a) Social (b) Green (c) Mobile (d) Societal
- (31) _____ Marketing refers to the application of basic marketing principles to the design and implementation of programs and information campaigns that advance social causes.
 (a) Green (b) Social (c) Agriculture (d) Retail
- (32) _____ marketing refers to the process of selling products or services based on their _____ environmental benefits.
 (a) Green (b) Social (c) Agriculture (d) Event
- (33) _____ marketing is a form of direct marketing.
 (a) Green (b) Social (c) Viral (d) Tele

ANSWERS:

- | | | | | | |
|---------|---------|---------|---------|---------|---------|
| (1-a), | (2-b), | (3-b), | (4-c), | (5-a), | (6-b), |
| (7-d), | (8-a), | (9-b), | (10-a), | (11-c), | (12-d), |
| (13-b), | (14-c), | (15-d), | (16-c), | (17-c), | (18-a), |
| (19-c), | (20-b), | (21-a), | (22-d), | (23-c), | (24-b), |
| (25-a), | (26-a), | (27-c), | (28-d), | (29-b), | (30-c), |
| (31-b), | (32-a), | (33-d). | | | |

TRUE OR FALSE :

- (1) Exchange is the essence of marketing.
- (2) As per the Production concept, exchange of a product between the seller and the buyer is the central idea of marketing.
- (3) As per the product concept, consumers will prefer products that are inexpensive and widely available.
- (4) The product concept states that the consumers will prefer products that offer the best quality, performance or innovative features.
- (5) The selling concept states that a company has to push its products in market y undertaking selling efforts such as advertising, publicity, salesmanship, sales promotion etc.
- (6) Marketing Research is a function of marketing.
- (7) The social concept believes in balancing between the three objectives of company profits, consumer satisfaction and public interest.
- (8) Test marketing means introducing a product in a small segment of the market.
- (9) The only function of packages is to protect the quality of the product.
- (10) Logistics relates to physical distribution of goods.

- (11) Marketing is applicable to commercial as well as non commercial organisations.
- (12) Marketing does not lead to transfer of ownership and title of goods from the manufacturer to the consumers.
- (13) Fulfilling social responsibility is one of the essentials of modern marketing.
- (14) Sales promotion is long term incentives given by the seller in order to promote the sale of product in the market.
- (15) Internal marketing considers employees to be internal customers of the firm.
- (16) Relationship marketing is concerned with building short term relationships with various stakeholders.
- (17) Use of social media is made in CRM.
- (18) Social marketing makes use of commercial marketing principles and tools.
- (19) Green marketing does not make use of integrated marketing communication to communicate with the target audience.
- (20) Social media marketing is a component of internal marketing.
- (21) Social media sites such as Facebook and Twitter can be used to approach target customers.
- (22) Viral marketing is a traditional form of marketing.
- (23) Telemarketing is a form of direct marketing.
- (24) MMS is a form of green marketing.
- (25) E-Commerce is any form of business transaction in which the parties interact electronically rather than by direct physical contact.
- (26) The main benefit of green marketing is sustainable development.
- (27) Marketing principles cannot be used for propagating social causes.
- (28) These days, many products have a compressed life cycle.
- (29) Viral marketing refers to developing a live themed activity to promote a product, a cause or an organization.

ANSWERS:

TRUE:- 1, 4, 5, 6, 8, 10, 11, 13, 15, 17, 18, 20, 21, 23, 25, 26, 28.

FALSE:- 2, 3, 7, 9, 12, 14, 16, 19, 22, 24, 27, 29.

MATCH THE COLUMN.:

Column A	Column B
(1) The exchange concept	(a) Consumers prefer those products that offer best quality and performance
(2) The production concept	(b) Marketing starts with determining consumer wants

	and ends with satisfaction of those wants.
(3) The selling concept	(c) Consumers prefer goods that are inexpensive and widely available
(4) The production concept	(d) Exchange of goods and services is the essence of marketing
(5) The marketing concept	(e) Balance between company profits, consumer satisfaction and social welfare
(6) The societal concept	(f) Consumers prefer those products which are promoted with the help of selling efforts such as advertising, salesmanship, publicity, sales promotion etc.

Ans : (1)-(d), (2)-(c), (3)-(f), (4)-(a), (5)-(b), (6)-(e).

Column A	Column B
(1) Profit Oriented	(a) Modern marketing concept
(2) Consumer Oriented	(b) Focus on promotion
(3) Product Concept	(c) Traditional marketing concept
(4) Selling Concept	(d) Wide product availability
(5) Production Concept	(e) Good Product Quality

Ans : (1)-(c) , (2)-(a) , (3)-(e) , (4)-(b) , (5)-(d).

Column A	Column B
(1) Social marketing	(a) Marketing of products that are presumed to be environmentally safe
(2) Green marketing	(b) Building a company's marketing programme around a sponsored event
(3) Event marketing	(c) Marketing of goods and services through electronic networking
(4) Tele marketing	(d) Use of telecom and call centres to sell goods and services
(5) Internet marketing	(e) Marketing for social causes

Ans : (1)-(e), (2)-(a) , (3)-(b) , (4)-(d) , (5)-(c).

column A	column B
(1) Social Marketing	(a) Use of computer necessary
(2) Green Marketing	(b) Social orientation
(3) Internet Marketing	(c) Less pollution
(4) Viral Marketing	(d) Marketing on or with mobile devices
(5) Mobile Marketing	(e) Electronic word-of mouth

Ans : (1)-(b), (2)-(c) , (3)-(a) , (4)-(e) , (5)-(d).

Column A	Column B
(1) CRM	(a) Developing a live themed activity
(2) Event Marketing	(b) SMS & MMS
(3) Mobile Marketing	(c) Building long term relationships with customers
(4) Viral Marketing	(d) Undertaken to influence social behaviour
(5) Social Marketing	(e) Internet Marketing

Ans : (1)-(c), (2)-(a) , (3)-(b) , (4)-(e) , (5)-(d).

MODULE II

FILL IN THE BLANKS

- (1) _____ provides information to the decision maker on marketing related issues.
- (a) Segmentation (b) positioning (c) MIS (d) targeting
- (2) _____ is not a component of MIS
- (a) Marketing research (b) internal company records
(c) Marketing intelligent system (d) Niche marketing
- (3) _____ is a component of MIS
- (a) Marketing research (b) Event Marketing
(c) Niche marketing (d) Consumer behavior
- (4) _____ is a psychological factor which influences consumer behavior.
- (a) Motivation (b) culture (c) Lifestyle (d) Occupation
- (5) _____ search involves a deliberate effort on the part of the company and its executives to secure specific information.
- (a) Informal (b) Formal (c) Secured (d) Direct
- (6) _____ Search involves a relatively limited and unstructured effort on the part of _____ the company and to obtain specific information.
- (a) Informal (b) Unstructured (c) Specific (d) Formal
- (7) _____ is a cultural factor influencing consumer behavior.
- (a) Reference group (b) personality
(c) Social status (d) social class
- (8) Marketing _____ refers to a systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation facing the company
- (a) Mix (b) event (c) Research (d) information
- (9) _____ is a social factor influencing consumer behavior.
- (a) Occupation (b) Sub-culture (c) Learning (d) Family
- (10) Buying decision starts with _____
- (a) Need identification (b) information search
(c) Purchase decision (d) evaluating options
- (11) _____ survey is generally undertaken when the area to be covered is large and it is not possible to have personal contact with the respondents
- (a) Personal (b) Television (c) Telephone (d) None of the above
- (12) _____ means a group of consumers selected for the purpose of survey.
- (a) Panel (b) Customers (c) Prospects (d) Viewers
- (13) _____ data refers to the data which is readily available.
- (a) Secular (b) Section
(c) Sedentary (d) Secondary
- (14) Data available from sources within the organization are called _____ sources.

- (a) Independent (b) Index (c) Internal (d) Indiscreet.
- (15) _____ data is the information collected about the population.
 (a) Census (b) formal (c) Government (d) sociology
- (16) _____ marketing means introducing a product in a small segment of the market to _____ find consumers response.
 (a) Small (b) niche (c) Tele (d) test
- (17) _____ is the process of devising packages
 (a) Padding (b) Covering (c) Packaging (d) Bundling
- (18) _____ relates to physical distribution of goods.
 (a) Buying (b) marketing (c) Retailing (d) logistics
- (19) Marketing _____ system consists of people, equipments and procedures to gather, sort, analyze, evaluate and distribute needed, timely and accurate information to the marketing decision makers.
 (a) Identification (b) procedural (c) Research (d) information
- (20) _____ is a primary source of data
 (a) Internet (b) journals
 (c) yellow pages (d) personal interviews
- (21) Marketing _____ support system is a co ordinated collection of data, system, tools and techniques with supporting software and hardware.
 (a) Price (b) Decision (c) Information (d) Dynamic
- (22) _____ data is the first hand information collected by the researcher.
 (a) Preliminary (b) Present (c) Prevalent (d) primary
- (23) _____ data refers to the data which is easily available.
 (a) Salient (b) Secondary (c) Scatter (d) Seasonal
- (24) _____ reports provide answers to specific queries raised by marketing decision makers
 (a) Periodic (b) Triggered (c) Demand (d) Plan
- (25) _____ sources are sources outside the organization.
 (a) Electronic (b) Elementary (c) Entire (d) External
- (26) Market _____ analysis helps in finding out potential demand for the product
 (a) Innovative (b) objective (c) opportunity (d) occupation
- (27) Consumers would be _____ if performance of the product is more than their expectation.
 (a) delighted (b) depressed (c) satisfied (d) detached
- (28) _____ data comes from the sales force
 (a) External (b) secondary (c) internal (d) peripheral
- (29) MIS should be a _____ system
 (a) uncordial (b) unified (c) unconvincing (d) uncommon
- (30) MIS should be _____ in nature.
 (a) Flexible (b) stiff (c) Rigid (d) firm
- (31) Periodic reports are presented at _____ intervals of time

- (a) Specified (b) unspecified (c) unstipulated (d) indefinite
- (32) _____ reports are on specific market situations.
- (a) current (b) future (c) Potential (d) triggered
- (33) A properly designed MIS supplies such information which helps in _____
decision making
- (a) Quality (b) inferiority (c) Weak (d) frail
- (34) A company needs efficient MIS to make use of _____ information.
- (a) vague (b) indistinct (c) latest (d) hazy
- (35) Marketing research acts as a _____ for accurate decision making
- (a) underwriter (b) facilitator (c) sponsor (d) guarantor
- (36) Market research is a systematic study of _____ problems and opportunities in
the market.
- (a) general (b) universal (c) specific (d) entire
- (37) Marketing research might _____ the decision making process.
- (a) Delay (b) disqualify (c) Prohibit (d) debar
- (38) Marketing research is only an _____ to decision making.
- (a) Obstruction (b) aid (c) Hindrance (d) obstacle
- (39) Mail survey is undertaken when the area to be covered is _____
- (a) Small (b) tiny (c) Minuscule (d) large
- (40) Field experiments are conducted in the _____ markets
- (a) Illusory (b) fake (c) Unreal (d) actual
- (41) The _____ data uses the Desk Research Method for data collection.
- (a) secondary (b) primary (c) critical (d) crucial
- (42) Studying consumer _____ helps the markets to take decision regarding
developing new products, product features, channels of distribution, pricing,
promotion messages etc.
- (a) balance (b) bargain (c) barrier (d) behavior
- (43) _____ refers to a set of values, traditions or beliefs which guide the
individual's behavior.
- (a) morals (b) beliefs (c) culture (d) none of the
above
- (44) _____ group refers to all groups that influence attitudes and behavior of a
person.
- (a) Reference (b) Radical (c) Royal (d) Red cross
- (45) According to _____, needs can be arranged in a hierarchy.
- (a) Stevenson (b) McFarland (c) Maslow (d) Herzberg
- (46) _____ behavior is the study of individuals, groups or organizations and
the processes they use to select, secure, use and dispose of product.
- (a) consumer (b) retailer (c) wholesaler (d) none of the
above
- (47) A _____ is a need that stimulates a person to act in a particular way.
- (a) motive (b) market (c) segment (d) tool

- (48) Maslow's need hierarchy theory helps the marketer to _____ his market.
 (a) reign (b) capture (c) prevail (d) segment
- (49) _____ can be defined as the process by which an individual selects, organizes and interprets information inputs to create a meaningful picture of the world.
 (a) research (b) perception (c) product (d) market
- (50) A _____ is a firm opinion about someone or something.
 (a) idea (b) proposal (c) belief (d) plan
- (51) _____ plays an important role in the consumers buying decision process.
 (a) learning (b) segment (c) share price (d) bank
- (52) _____ is the process of dividing the total heterogeneous market for a product into several sub markets or segments, each of which tends to be homogeneous in all _____ significant aspects.
 (a) mix (b) segmentation (c) plan (d) strategy
- (53) In _____ segmentation, market is divided on the basis of variables such as nations, region, cities, states ,locality etc.
 (a) demographic (b) sociographic (c) geographic (d) psychographic
- (54) _____ is the study of the variables of population such as age composition, gender, education and so on.
 (a) demographic (b) sociographic (c) geographic (d) psychographic
- (55) In _____ segmentation, consumers are divided on the basis of psychological traits _____ such as emotions, behavior and mind.
 (a) demographic (b) sociographic (c) geographic (d) psychographic
- (56) _____ segmentation is done on the basis of product related behavior such as product usage rate, user status, loyalty pattern, buying motives, attitudes and responses etc.
 (a) demographic (b) sociographic (c) geographic (d) psychographic
- (57) _____ is the basis of behavioural segmentation.
 (a) user rate (b) lifestyle (c) family size (d) social class
- (58) _____ marketing involves marketing the product to a selected segment.
 (a) Global (b) niche (c) image (d) service
- (59) Segmentation means the process of _____ the market into smaller groups or _____ segments.
 (a) Multiplying (b) dividing (c) Adding (d) totalling
- (60) Market segmentation is a _____ consuming process.
 (a) Place (b) segment (c) market (d) time
- (61) Developing products for the mass market is _____
 (a) Economical (b) cheap (c) Expensive (d) despicable
- (62) People in the market are in _____ stages of readiness to buy a product.
 (a) Different (b) similar (c) Parallel (d) analogous

- (63) Consumers buy products with _____ buying motives.
 (a) Similar (b) comparable (c) equivalent (d) different
- (64) _____ is the basis of sociographic segmentation.
 (a) culture (b) income (c) gender (d) occupation.

Ans : (1-c), (2-d), (3-c), (4-a), (5-b), (6-a),
 (7-d), (8-c), (9-d), (10-a), (11-c), (12-a),
 (13-d), (14-c), (15-a), (16-d), (17-c), (18-d),
 (19-d), (20-d), (21-b), (22-d), (23-b), (24-c),
 (25-d), (26-c), (27-a), (28-c), (29-b), (30-a),
 (31-a), (32-d), (33-a), (34-c), (35-b), (36-c),
 (37-a), (38-b), (39-d), (40-d), (41-a), (42-d),
 (43-c), (44-a), (45-c), (46-a), (47-a), (48-d),
 (49-b), (50-c), (51-a), (52-b), (53-c), (54-a),
 (55-d), (56-d), (57-a), (58-b), (59-b), (60-d),
 (61-c), (62-a), (63-d), (64-a).

TRUE OR FALSE

- (1) Marketing Information System (MIS) consists of people, equipments and procedures to gather, sort, analyse, evaluate and distribute needed, timely and accurate information to marketing decision makers.
- (2) External company records consist of the data, which is available within the company. (3) Marketing Research is a systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation facing the company.
- (4) Primary data is the first hand information collected by the researcher.
- (5) Primary data refers to the data which is readily available.
- (6) Data available from sources within the organisation are called internal sources.
- (7) External sources of information are sources inside the organisation.
- (8) Consumers are delighted if performance of the product is less than their expectation.
- (9) Internally, Data comes from the sales force, marketing, manufacturing and accounting departments.
- (10) Marketing Intelligence System supplies external data to the firm.
- (11) MIS should be incompatible with the culture and the level of sophistication attained by the organisation.

- (12) A decision support system is a procedure that allows a manager to interact with data and methods of analysis, to gather, analyse and interpret information..
- (13) An Imperfectly designed MIS supplies such information which enables quality decision making.
- (14) A company does not need MIS to make use of latest information.
- (15) MIS is future-oriented.
- (16) Mail survey is generally undertaken when the area to be covered is small.
- (17) MIS is a computer based system.
- (18) Positioning refers to classification of heterogeneous market based on similar characteristics.
- (19) Market segmentation is an attempt to understand and predict human actions in the buying role.
- (20) Knowledge of the consumers, his buying motives and buying habits is a fundamental necessity for a marketer.
- (21) The study of consumer behaviour helps firms and organisation improve their marketing strategies.
- (22) Consumer Behaviour involves studying services and ideas only.
- (23) A reference group refers to all groups that influence attitudes and behaviour of a person.
- (24) Lifestyle of a person does not affect his buying behaviour.
- (25) Marketers should not be interested in knowing the beliefs that people have about their products and services.
- (26) Understanding consumer behaviour is a difficult task.
- (27) Perception is one of the social factors affecting consumer behaviour.
- (28) Consumer behaviour is unpredictable.
- (29) Learning plays no role in the buying decision process.
- (30) Market segmentation, the process of dividing the total heterogeneous market for a product into several sub markets or segments, each of which tends to be homogeneous in all significant aspects.
- (31) In demographic segmentation, market is divided on the basis of variables such as nations, regions, cities, states, locality etc.
- (32) Psychology is the study of the variables of population such as age composition, gender, education and so on.
- (33) In psychographic segmentation, consumers are divided on the basis of buying motives, user status and user rate.
- (34) Sociographic Segmentation is done on the basis of product related behaviour such as product usage rate, user status, loyalty pattern, buying motives attitudes and responses etc.
- (35) Under Sociographic Segmentation markets can be segmented on the basis of sociological factors like culture, socio-class etc.

- (36) Niche Marketing involves marketing the product to everyone.
 (37) The process of market segmentation is consumer centric.
 (38) Market Segmentation does not take much time.
 (39) Different people derive same benefit from the same product.
 (40) People in the market are in the same stage of readiness to buy a product.
 (41) Consumers buy products with similar buying motives.
 (42) Market segment helps in designing products to meet the requirements of the target market.
 (43) In Psychographic segmentation, consumers are divided on the basis of individual aspects such as lifestyle and personality.

Ans :

True: 1, 3, 4, 6, 9, 10, 12, 15, 17, 20, 21, 23, 26, 28, 30, 35, 37, 42, 43 .

False: 2, 5, 7, 8, 11, 13, 14, 16, 18, 19, 22, 24, 25, 27, 29, 31, 32, 33, 34, 36, 38, 39, 40, 41

MATCH THE COLOUMNS:

Column A	Column B
(1) Marketing Research	(a) A set of procedures and sources used by managers to obtain their everyday information about developments in the marketing environment.
(2) Market Information System	(b) People, equipments and procedures to gather, sort, analyse, evaluate and distribute needed, timely and accurate information to marketing decision makers.
(3) Marketing Intelligence System	(c) A systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation facing the company.

Ans : (1)-(c), (2)-(b), (3)-(a)

Column A	Column B
(1) Secondary data	(a) Data within company
(2) MIS	(b) Solving specific marketing problems
(3) Internal company records	(c) Survey method
(4) Marketing research	(d) Easily available
(5) Primary data	(e) Follow organize procedure

Ans : (1)-(d), (2)-(e), (3)-(a), (4)-(b), (5)-(c)

Column A	Column B
(1) Region	(a) Demographic Segmentation
(2) Gender	(b) Sociographic Segmentation
(3) Culture	(c) Geographic Segmentation
(4) User rate	(d) Behavioural Segmentation

Ans: (1)-(c), (2)-(a), (3)-(b), (4)-(d)

Column A	Column B
(1) Cultural factors	(a) Reference groups
(2) Social factors	(b) Helps developing products
(3) Personal factors	(c) Beliefs & traditions
(4) Psychological factors	(d) Occupation
(5) Studying consumer behavior	(e) Perception

Ans: (1)-(c), (2)-(a), (3)-(d), (4)-(e), (5)-(b)

Column A	Column B
(1) Geographic Segmentation	(a) Segmentation of market on the basis of personality characteristics and life style.
(2) Demographic Segmentation	(b) Market is divided on the basis of variables such as region, locality, states etc.
(3) Sociographic Segmentation	(c) Market is divided on the basis of variables such as age, gender, income, education etc.
(4) Behavioural Segmentation	(d) Division of market on the basis of factors such as culture and reference groups.
(5) Psychographic Segmentation	(e) Segmentation on the basis of variables such as product usage rate, user status, buying motives etc.

Ans : (1)-(b), (2)-(c), (3)-(d), (4)-(e), (5)-(a)

Column A	Column B
(1) Market segmentation	(a) On basis of regions
(2) Product positioning	(b) Dividing heterogeneous market
(3) Geographic segmentation	(c) On basis of gender
(4) Demographic segmentation	(d) On basis of gender
(5) Sociographic segmentation	(e) Act of designing the company's offering and image in the target market's mind.

Ans : (1)-(b), (2)-(e), (3)-(a), (4)-(c), (5)-(d)

MODULE - III

FILL IN THE BLANKS

(1) _____ is the term that is used to describe the combination of the four inputs that constitute the core of a company's marketing system: the product, the price structure, _____ the promotion activities and the distribution system.

- (a) Customer segmentation (b) Customer relationship
(c) Marketing mix (d) Marketing strategy

(2) A _____ can be defined as anything that is offered for sale in the open market.

- (a) Product (b) Place (c) Price (d) None of the above

(3) _____ includes several sub-variables like product line, product shape, size, colour, ingredients, brand name, trade mark, packaging, labelling, after sale services, _____ guarantees etc.

- (a) Price mix (b) Place mix (c) Product mix (d) Promotion mix

(4) _____ is the exchange value of a product.

- (a) Product (b) Place (c) Price (d) Promotion

(5) The _____ has various sub-variables, such as credit sale, instalment payment, _____ discounts, gifts, terms of credit etc.

- (a) Price mix (b) Place mix (c) Product mix (d) Promotion mix

(6) _____ includes all the activities undertaken by an organization to promote its _____ products in the target market.

- (a) Price mix (b) Place mix (c) Product mix (d) Promotion mix

(7) _____ includes sub-variables such as advertising, sales promotion, personal _____ selling, public relation, publicity, direct marketing etc.

- (a) Price mix (b) Place mix (c) Product mix (d) Promotion mix

(8) _____, a marketing expert coined the expression 'marketing mix'.

- (a) Philip Kotler (b) William Stanton (c) Henry Fayal (d) James Culliton

(9) At the time of market entry low price is charged for the product under the _____ price strategy'.

- (a) Payment (b) Skimming (c) Penetration (d) Mixing

(10) Under _____ the market strategy higher price is charged at the time of introduction.

- (a) Skimming (b) Venturing (c) Penetrating (d) Piercing
- (11) Striking the appropriate marketing mix would obviously _____ the profits of an organization.
- (a) decrease (b) curtail (c) increase (d) dwindle
- (12) An appropriate marketing mix helps in achieving _____ returns with limited resources.
- (a) minimum (b) maximum (c) marginal (d) trivial
- (13) Product _____ refers to the total number of different products the organization offers
- (a) width (b) length (c) depth (d) consistency
- (14) Product _____ refers to the total number of items in each product category.
- (a) width (b) length (c) Depth (d) Consistency
- (15) Product _____ explains the number of variants of each product in the line.
- (a) width (b) length (c) depth (d) consistency
- (16) A _____ is a name and/or mark intended to identify the product of one seller and _____ differentiate the product from competing products.
- (a) Brand (b) Packaging (c) Label (d) Design
- (17) A _____ is the actual container, covering or wrapper to protect the product.
- (a) Brand (b) Packaging (c) Label (d) Design
- (18) A _____ is the part of the product that carries information about the product and the seller.
- (a) Brand (b) Packaging (c) Label (d) Design
- (19) Product _____ refers to the arrangement of elements that collectively form a product.
- (a) Brand (b) Packaging (c) Label (d) Design
- (20) _____ is short catchy phrases that communicate information about the brand.
- (a) Slogans (b) Logo (c) Characters (d) Packaging
- (21) A _____ is an assurance given by a manufacturer to the buyers that they would be compensated in case the product does not perform up to reasonable expectations.
- (a) Quality (b) Warranty (c) Colour (d) Design
- (22) Product mix _____ means, reducing the number of activities by discontinuing those _____ products, which don't form the core activities of the company.
- (a) Expansion (b) Contraction (c) Selection (d) Management
- (23) During _____ stage the product is launched in the market.
- (a) Inception (b) Growth (c) Maturity (d) Decline
- (24) During _____ stage, demand for the product as well as profits increase.
- (a) Inception (b) Growth (c) Maturity (d) Decline
- (25) _____ stage is the stage where the demand and sales reach the saturation point.
- (a) Inception (b) Growth (c) Maturity (d) Decline
- (26) During _____ stage consumers start switching over to other brands.

- (a) Decline (b) Maturity (c) Growth (d) Inception
 (27) _____ when registered becomes a trademark.
 (a) Brand (b) Product (c) Trademark (d) None of the above
- (28) _____ is anything that satisfies people's needs and wants.
 (a) Brand (b) Product (c) Trademark (d) None of the above
- (29) Brand _____ is a strategy in which firm uses an existing brand name to introduce a _____ product in a different product category.
 (a) Extension (b) Positioning (c) Equity (d) Deletion
- (30) Product _____ is an act of designing the company's offering and image to occupy a _____ distinctive place in the minds of the people.
 (a) Extension (b) Positioning (c) Equity (d) Deletion
- (31) Brand _____ is defined as the incremental value of a business above the value of _____ its physical assets due to the market position achieved by its brand and the extension _____ potential of the brand.
 (a) Extension (b) Positioning (c) Equity (d) Deletion
- (32) _____ is the exchange value of a product.
 (a) Profit (b) Price (c) Investment (d) Cost
- (33) Under Market _____ pricing strategy the manufacturer charges a high price for his product when it is introduced in the market.
 (a) Penetration (b) Liquidity (c) Image (d) Skimming
- (34) Under Market _____ pricing strategy the manufacturer charges a low price for his product when it is introduced in the market.
 (a) Penetration (b) Liquidity (c) Image (d) Skimming
- (35) Under _____ price strategy, a seller charges the same price to all customers who buy identical quantities of a product.
 (a) One (b) Single (c) Flexible (d) Odd
- (36) In _____ pricing strategy or variable pricing strategy, the manufacturer charges different prices to similar customers.
 (a) One (b) Single (c) Flexible (d) Odd
- (37) Under _____ pricing method, the selling price of the product is arrived at by adding a _____ standard mark-up i.e. margin to the product's cost.
 (a) Markup (b) Target returns (c) Perceived value (d) Going rate
- (38) Under _____ pricing, the firm determines the price that would fetch its target rate of _____ return on investment.
 (a) Markup (b) Target returns (c) Perceived value (d) Going rate
- (39) Redesigning enables _____ of the brand.
 (a) positioning (b) repositioning (c) promotion (d) endorsement
- (40) Product mix _____ means, reducing the number of activities by discontinuing those _____ products.
 (a) Management (b) Development (c) Contraction (d) Expansion

- (41) One of the product strategies followed in _____ stage may include product modification.
 (a) Inception (b) Growth (c) Maturity (d) Decline
- (42) Brand fatigue enters into mind of the customers during _____ stage.
 (a) Inception (b) Maturity (c) Decline (d) Growth
- (43) Brand _____ is a strategy in which a firm uses an existing brand name is used to introduce a product in a different product category.
 (a) Introduction (b) Contraction (c) Retrenchment (d) Extension
- (44) A product is _____ in the mind of the prospect by highlighting its differences from similar products.
 (a) Pushed (b) Positioned (c) Extended (d) Pressed
- (45) If _____ people are aware about the brand then equity would be more.
 (a) Few (b) intelligent (c) Less (d) More
- (46) Brand _____ involves purchasing the brand repeatedly over a period of time.
 (a) Fatigue (b) Transition (c) Loyalty (d) Extension

Ans :

- | | | | | | |
|---------|---------|---------|---------|---------|---------|
| (1-c), | (2-a), | (3-c), | (4-c), | (5-a), | (6-d), |
| (7-d), | (8-d), | (9-c), | (10-a), | (11-c), | (12-b), |
| (13-a), | (14-b), | (15-c), | (16-a), | (17-b), | (18-c), |
| (19-d), | (20-a), | (21-b), | (22-b), | (23-a), | (24-b), |
| (25-c), | (26-a), | (27-a), | (28-b), | (29-a), | (30-b), |
| (31-c), | (32-b), | (33-d), | (34-a), | (35-a), | (36-c), |
| (37-a), | (38-b), | (39-b), | (40-c), | (41-d), | (42-c), |
| (43-d), | (44-b), | (45-d), | (46-c) | | |

TRUE OR FALSE :

- (1) The broader concept of product not only includes the physical elements but also the psychological elements associated with the brand.
- (2) Augmented product is a product where the product or the service provided exceeds customer's expectation.
- (3) When one product is mixed with other product it is called product mix.
- (4) Branding helps in differentiating a product from competing products.
- (5) Brand extension does not have any effect on the parent brand.
- (6) Brand positioning helps in occupying a distinctive place in the minds of the people.
- (7) Brand equity is the incremental value of a business above the value of its physical assets due to the market position achieved by its brand and the extension potential of the brand.
- (8) Price mix once finalized need not be changed.
- (9) Price is the exchange value of a product.
- (10) Under market penetration pricing strategy the manufacturer charges high price for his product when it is introduced in the market.

- (11) Under cost plus pricing method, the selling price of the product is arrived at by adding a standard mark-up.
- (12) The perceived value of the product depends on various factors like goodwill of the firm, buyer's image of product performance, warranties provided, trustworthiness and esteem of the firm.
- (13) Under Going-rate pricing the firm charges a price that is based on the cost of the product.
- (14) Product quality has little impact on brand loyalty.
- (15) A product mix consists of various product lines.
- (16) Product mix contraction means introducing different versions of the brand.
- (17) Product strategies followed in inception stage includes product modification, enlarging distribution and service network and maintaining competitive price level.
- (18) Brand fatigue enters into the mind of the customers during growth stage.
- (19) Registered brands are called trademarks.
- (20) Redesigning the product enables repositioning of the brand.
- (21) Trading-up refers to the adding of a higher priced prestige product to the existing product lines.
- (22) Trading-down refers to the adding of the low-priced items to the line of prestige products.
- (23) If less number of people are attached to the brand then equity would be more.
- (24) Maturity stage is the stage where the demand and sales reach the saturation point.
- (25) The stage of the product in product life cycle has no effect on price fixation.
- (26) Flexible pricing strategy is also called variable pricing strategy.
- (27) Odd pricing is also called psychological pricing.
- (28) The major objective of market penetration strategy is to recover the research and development cost quickly.
- (29) Brand equity refers to buying the same brand again and again irrespective of competitive brands in the market.
- (30) Package acts as a silent salesman.
- (31) Label performs function of a tag.
- (32) Product depth refers to how many product lines the company offers.
- (33) The length of the product mix refers to the total number of items in the product mix.
- (34) Product width refers to the total number of variants of each product offered in the line.

Ans :

TRUE – 1, 2, 4, 6, 7, 9, 11, 12, 15, 19, 20, 21, 22, 24, 26, 27, 30, 31, 33

FALSE – 3, 5, 8, 10, 13, 14, 16, 17, 18, 23, 25, 26, 28, 29, 32, 34

MATCH THE COLUMN :

Column A	Column B
(1) Product mix	(a) Consists of sub variables such as channels of distribution, transportation, warehousing etc.
(2) Price mix	(b) Activities such as advertising, sales promotion, publicity, direct marketing, public relations etc.
(3) Place mix	(c) Consists of product line, branding, trademark, after sale service, packaging, and labeling etc.
(4) Promotion mix	(d) Sub variables include discounts, credit terms, levels of margin etc.

Ans : (1)-(c), (2)-(d), (3)-(a), (4)-(b)

Column A	Column B
(1) Marketing mix	(a) Involves marketing intermediaries
(2) Product	(b) Advertising
(3) Price mix	(c) Rebates
(4) Place mix	(d) 4Ps
(5) Promotion mix	(e) Tangible & Intangible

Ans : (1)-(d), (2)-(e), (3)-(c), (4)-(a), (5)-(b)

Column A	Column B
(1) Product life cycle	(a) Name and/or mark intended to identify the product & differentiate it from competing products.
(2) Brand	(b) An act of designing the company's offering and image to occupy a distinctive image in the minds of people.
(3) Brand positioning	(c) A process of extending an existing brand name to other brands in the same or in different product category.
(4) Brand equity	(d) Incremental value of a business above the value of its physical assets due to the market position achieved by its brand and the extension potential of the brand.

(5) Brand extension	(e) Different stages through which a product passes during its life.
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Ans : (1)-(e), (2)-(a), (3)-(b), (4)-(d), (5)-(c)

Column A	Column B
(1) Market skimming	(a) The manufacturer charges different prices to similar customers.
(2) Market penetration pricing strategy	(b) High price is fixed when the product is introduced in the market.
(3) Flexible pricing strategy	(c) Low price is fixed when the product is introduced in the market.
(4) Follow the leader pricing	(d) Price is fixed as per the pricing policy of the leading manufactures.

Ans : (1)-(b), (2)-(c), (3)-(a), (4)-(d)

Column A	Column B
(1) Cost plus pricing	(a) It makes distinction between fixed costs and variable costs.
(2) Target return pricing	(b) The firm goes for competitive bidding through sealed tenders or quotation.
(3) Perceived value pricing	(c) The firm fixes a price that is based on the price of the competitors.
(4) Marginal cost pricing	(d) The firm fixes the price of its products on the basis of customer's perceived value.
(5) Sealed bid pricing	(e) The firm sets price in order to achieve a particular level of return on investment.
(6) Going rate pricing	(f) Selling price is arrived at by adding a margin to the product's cost.

Ans : (1)-(f), (2)-(e), (3)-(d), (4)-(a), (5)-(b), (6)-(c)

Column A	Column B
(1) Packaging	(a) Printed information affixed to a product.
(2) Labeling	(b) Repurchase of same brand.
(3) Growth & Maturity	(c) Increasing product lines.
(4) Brand loyalty	(d) Process of designing & producing container.
(5) Product expansion	(e) Stages of PLC

Ans : (1)-(d), (2)-(a), (3)-(e), (4)-(b), (5)-(c)

Column A	Column B
(1) Product width	(a) Number of items in each product category.
(2) Product length	(b) How closely products are related.
(3) Product depth	(c) Number of different products of company.
(4) Product consistency	(d) Brand
(5) Product name	(e) Number of variants of each product.

Ans : (1)-(c), (2)-(a), (3)-(e), (4)-(b), (5)-(d)

Column A	Column B
(1) Brand	(a) Anything that satisfies customer needs.
(2) Product	(b) Effort to create distinctive image.
(3) Brand extension	(c) Product name
(4) Brand positioning	(d) Incremental value of brand
(5) Brand equity	(e) Existing name used for new product

Ans : (1)-(c), (2)-(a), (3)-(e), (4)-(b), (5)-(d)

✘ ✘ ✘

Column A	Column B
(1) One price strategy	(a) Psychological pricing
(2) Single price strategy	(b) Maximum retail price mentioned
(3) Odd pricing strategy	(c) Variable pricing
(4) Resale price maintenance	(d) Same price to all for all products
(5) Flexible pricing	(e) Same price to all for one product

Ans : (1)-(e), (2)-(d), (3)-(a), (4)-(b), (5)-(c)

✘ ✘ ✘

MODULE - IV

FILL IN THE BLANKS.

- (1) A _____ of distribution is the route taken by the title to the product as it moves _____ from the producer to the ultimate consumer or industrial user.
(a) highway (b) Canal (c) Channel (d) Place
- (2) A _____ level channel is one in which there are no intermediaries.
(a) Zero (b) One (c) Two (d) Three
- (3) _____ can be defined as “the element in an organization’s marketing mix that serves _____ to inform, persuade and remind the market of a product and/or the organization selling _____ it, in hope of influencing the recipients feelings, beliefs or behavior.”
(a) Place (b) Price (c) Promotion (d) Product
- (4) _____ is defined as “Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.
(a) Personal Selling (b) Sales Promotion
(c) Direct Marketing (d) Advertising
- (5) _____ is the personal communication of information, to persuade someone to buy something.
(a) Personal Selling (b) Sales Promotion
(c) Direct Marketing (d) Advertising
- (6) American marketing association defines _____ management as the planning, direction and control of the personal selling including recruiting, selecting, equipping, _____ assigning, routing, supervising, paying, and motivating as these task apply to the _____ personal sales force.
(a) Marketing (b) Production (c) Sales (d) Operational
- (7) _____ are the short term incentives like discounts, samples etc to stimulate demand _____ for the product.
(a) Personal Selling (b) Sales Promotion
(c) Direct Marketing (d) Advertising
- (8) _____ Promotional tools are those tools which are directed towards the ultimate consumer.
(a) Trade (b) Sales Force (c) Consumer (d) Intermediaries
- (9) _____ promotional tools are promotional tools directed towards the intermediaries _____ like the wholesalers and retailers in order to motivate them to stock the manufacturer’s _____ brand and resell it to the consumers.
(a) Trade (b) Sales Force (c) Consumer (d) Intermediaries
- (10) _____ promotion tools are useful in gathering the business leads , motivating sales _____ force to greater effort and to aggressively push the product in the market to increase _____ sales.
(a) Trade (b) Sales Force (c) Consumer (d) Intermediaries
- (11) _____ involve a variety of programmes designed to promote or protect the company’ image _____ or its individual products

- (a) Personal Selling (b) Sales promotion
(c) Direct Marketing (d) Public Relations
- (12) Marketing channels form a sub variable of _____ mix
(a) Place (b) Price (c) Promotion (d) Product
- (13) Marketing _____ creates time, place and possession utilities
(a) Plan (b) Department (c) Channels (d) Idea
- (14) Promotion mix is also called as _____ mix
(a) Place (b) Communication (c) Price (d) Marketing
- (15) _____ selling is used in case of complex and expensive products and in markets with fewer buyers.
(a) Aggressive (b) Forceful (c) Public (d) Personal
- (16) The _____ of the promotion campaign affects the selection of the promotion tools the most.
(a) Time (b) Duration (c) Extent (d) Objectives
- (17) Advertising is _____ in nature.
(a) Non Personal (b) Personal (c) Special (d) Private
- (18) _____ awards are given to those customers who are loyal to the organization and its products.
(a) Jury (b) National (c) State (d) Patronage
- (19) A _____ is an assurance given about the quality of a product sold.
(a) Promise (b) Warranty (c) Statement (d) Logo
- (20) In _____ companies sell their products directly to the consumers by eliminating intermediaries from the channel of distribution.
(a) Personal Selling (b) Sales Promotion
(c) Direct Marketing (d) Public Relation

Ans: (1-c), (2-a), (3-c), (4-d), (5-a), (6-c),
(7-b), (8-c), (9-a), (10-b), (11-d), (12-a),
(13-c), (14-b), (15-d), (16-d), (17-a), (18-d),
(19-b), (20-c)

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TRUE OR FALSE

- (1) Marketing mix is the term that is used to describe the combination of the four inputs that constitute the core of a company's marketing system : the product , the price structure , the promotion activities and the distribution system.
- (2) Marketing mix can be applied to both business as well as non business organizations like clubs, hospitals, educational institutions etc
- (3) The marketing mix variables need not be interlinked to one another.
- (4) There is a fixed formula for marketing mix which can be ideal under all situations

- (5) Product includes not only tangible goods but also intangible good like services and ideas
- (6) The price mix has various sub variables such as credit sale, installment payment, discounts, gifts, terms of credit etc
- (7) Under skimming pricing the strategy, product is introduced with low price in the market.
- (8) Under penetration strategy, product is introduced with a high price in the market.
- (9) John Bearly, An American Marketing expert coined the expression, “marketing mix”.
- (10) There is nothing like a “right” marketing mix.
- (11) Marketing mix is not a consumer oriented concept.
- (12) Adjustments in marketing mix variables are made in order to meet customer satisfaction.
- (13) A channel of distribution is the route taken by the title to the product as it moves from the producer to the ultimate consumer or industrial user.
- (14) A zero level channel is one in which there are multiple intermediaries
- (15) Zero level channel is also called the direct channel of distribution.
- (16) Marketing channels create time , place and possession utilities.
- (17) Marketing channels does not include the producer and the ultimate consumers.
- (18) One level channel is the best channel for distribution.
- (19) A three level channel is suitable if the product is manufactured and sold locally.
- (20) Advertising is an element of promotion mix.
- (21) Advertising through mass media is personal in nature.
- (22) Advertising helps advertiser to create a separate and a distinct image for his brand.
- (23) Personal selling is suitable if the consumers are spread over vast geographic areas.
- (24) Patronage awards are given to those customers who are loyal to the organization and its products.
- (25) Premiums are gift offered along with the product in order to induce the consumers to buy the brand.
- (26) Warranty is an assurance given about the quality of a product sold or hired.
- (27) Demonstrations are needed in case of services to understand the features and uses of the service.
- (28) Speciality advertising involves low cost items like calendars , key chains etc bearing the company name, addresses and a sales message.
- (29) Corporate communication means promoting understanding of the organization amongst its employees only.
- (30) Public relation is an element of integrated marketing communication.
- (31) Publicity is an element of price mix
- (32) Voice mail is a system of receiving and storing oral messages at a telephone address.

- (33) In telemarketing the manufacturer directly reaches the consumer on telephone.
- (34) Under perpetual inventory system , the organization keeps continuous records of inventories.
- (35) Perpetual inventory system increases accounting efficiency.
- (36) Perpetual inventory system is less costly to implement
- (37) In periodic inventory system, a physical count of inventory is done at specific intervals.
- (38) Promotion mix is the element in an organization's marketing mix that serves to inform, persuade and remind the market of a product.
- (39) Warehousing is an important component in business supply chain
- (40) Personal selling is the personal communication of information, to persuade someone to buy something.
- (41) Sales promotions are long term promotional incentives.
- (42) Consumer promotional tools are those tools which are directed towards intermediaries.
- (43) Trade promotion tools are promotional tools directed towards the intermediaries like the wholesalers and retailers in order to motivate them to stock the manufacturer's brand and resell it to the consumers.
- (44) Sales force promotion tools are useful in gathering business leads , motivating sales force to greater effort and to aggressively push the product in the market to increase sales.
- (45) Public relations involve a variety of programmes designed to promote or protect the company's image or its individual products.
- (46) In direct marketing, companies sell their products directly to the consumers by eliminating the intermediaries from the channel of distribution.
- (47) Logistics is an element of promotion mix.
- (48) Marketing channels transfer the ownership of goods from the producers to the consumers.
- (49) Inbound logistics involves movement of finished goods from the manufacturing unit to the final consumers.
- (50) Marketing channels form a sub-variable of price mix
- (51) Inbound logistics focus on purchase and movement of materials, parts of finished products from suppliers to manufacturing units.
- (52) Place mix is also called marketing communication mix.
- (53) The channel members undertake the risk in the marketing of goods and services.
- (54) The extent of competition does not affect the promotion mix of an organization.
- (55) Direct channels are more common in industrial products and high priced complex products like computers.
- (56) Indirect marketing channel refers to distribution of goods with the help of intermediaries.
- (57) Advertising is a personal tool of communication.
- (58) In horizontal channel of distribution, two producers combine their resources to jointly sell their products

- (59) Patronage awards are given to those customers who often change brand loyalty.
 (60) 3PL refers to providing multiple logistics services to customers.

True –

1,2,5,6,10,12,13,15,16,20,22,24,25,26,28,30,32,33,34,35,37,38,39,40,43,44,45,46,48,51,53,55,56,58,60.

False - 3,4,7,8,9,11,14,17,18,19,21,23,27,29,31,36,41,42,47,49,50,52,54,57,59

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MATCH THE COLUMNS:

Column A	Column B
(1) Advertising	(a) Any unpaid form of non-personal presentation of ideas, goods and services.
(2) Personal Selling	(b) Short term incentives to stimulate demand for the product
(3) Sales Promotion	(c) A variety of programmes designed to promote or protect company's image or its individual products
(4) Public Relations	(d) Intermediaries are eliminated from the channel of distribution
(5) Direct Marketing	(e) Any paid form of non personal presentation and promotion of ideas, goods & services by an identified sponsor.
(6) Publicity	(f) Face to face communication to persuade someone

Ans : (1)-(e), (2)-(f), (3)-(b), (4)-(c), (5)-(d), (6)-(a)

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Column A	Column B
(1) Warranty	(a) Free quantity of product is given to the consumers
(2) Samples	(b) Given to those customers who are loyal to the organization and its products
(3) Patronage awards	(c) Offer price reduction or savings to customers on purchase of a specific product.
(4) Premium offers	(d) Assurance given about the quality of the product sold or hired

(5) Coupons	(e) Gifts offered along with the product in order to induce consumers to buy the brand
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Ans : (1)-(d), (2)-(a), (3)-(b), (4)-(e), (5)-(c)

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Column A	Column B
(1) Marketing Channels	(a)No intermediary
(2) Direct Marketing	(b)Time, place & possession utility
(3) Perishable Products	(c)National Market
(4) Longer Channel	(d)Shorter Channel Preferred

Ans : (1)-(b), (2)-(a), (3)-(d), (4)-(c)

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Column A	Column B
(1) Trade Promotion	(a)Corporate communication
(2) Consumer Promotion	(b)Sales contest
(3) Sales force promotion	(c)Samples
(4) Public Relations	(d)Allowances to intermediaries
(5) Direct Marketing	(e)electronic mail

Ans : (1)-(d), (2)-(c), (3)-(b), (4)-(a), (5)-(e)

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Column A	Column B
(1) Logistics	(a) Shortest Distribution Channel
(2) Advertising	(b) Networking of distributors
(3)Direct Marketing	(c) Inventory Systems
(4)Multilevel Marketing	(d)Non personal communication
(5)Perpetual and periodic	(e)Distribution

Ans : (1)-(e), (2)-(d), (3)-(a), (4)-(b), (5)-(c)

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OBJECTIVES=SET II

MODULE - I

FILL IN THE BLANKS WITH THE CORRECT OPTION GIVEN IN THE BRACKET:

- (a) When product performance is more than customer expectation, it results in _____.
(Customer delight, customer satisfaction, customer dissatisfaction)
- (b) _____ concept of marketing assumes that customer will prefer those products _____ which are aggressively promoted. (Selling, Marketing, Societal)
- (c) _____ concept of marketing start with identifying customer wants and end up with _____ the satisfaction of those wants. (Marketing, Product, Production)
- (d) _____ concept of marketing aims at balance between society's welfare, customer _____ satisfaction and company's profit. (Societal, Selling, Production)
- (e) _____ concept of marketing assumes that customer will prefer those products _____ that are widely available and are low in cost. (Production, Product, Selling)
- (f) _____ strategy refers to introduction of new product in the market. (Product _____ Development, Market Development, Market Penetration)
- (g) _____ is the outcome of large scale production and distribution of goods. (Economies of Scale, Marketing Research, Market Intelligence System)
- (h) _____ is the incremental value of a brand over and above its physical assets. (Brand Equity, Brand Image, Brand Loyalty)
- (i) _____ marketing is the way a firm effectively differentiates itself from its competitor by capitalizing in its strength. (Strategic, Relationship, Integrated)

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STATE WHETHER THE FOLLOWING STATEMENTS ARE TRUE OR FALSE:

- (a) When product performance is below customer's expectations, the customers are delighted.
- (b) Market penetration refers to entry of business firm in new market.
- (c) Green marketing is marketing of goods which are green in colour.
- (d) Internet marketing is the marketing of goods through telephone.
- (e) The term 'marketing' and 'selling' are synonyms.
- (f) Marketing is concerned only with mass market.
- (g) The societal concept of marketing considers only societal interest.
- (h) Marketing is influenced only by micro environmental factors.
- (i) The term 'brand image' and 'brand equity' are synonyms.
- (j) The production concept places emphasis on marketing research.

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MATCH THE COLUMNS :

COLUMN "A"	COLUMN "B"
(1) Selling Concept	(a) Widely available goods at low price
(2) Production Concept	(b) Green goods
(3) Product Concept	(c) Aggressive promotion
(4) Marketing Concept	(d) Relationship with various stakeholders
(5) Societal Concept	(e) Customer needs and wants
	(f) Consumer buy whatever available
	(g) Good quality goods

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COLUMN "A"	COLUMN "B"
(1) Customer Relationship Marketing	(a) Rapid Spread of Message
(2) Social Marketing	(b) Twitter
(3) Internet Marketing	(c) Business to Customer
(4) Social Media Marketing	(d) Society's Well-being
(5) Viral Marketing	(e) Satisfaction Surveys
	(f) Customer-to-Customer
	(g) Brand Image

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MODULE - II

OBJECTIVES

FILL IN THE BLANKS WITH THE CORRECT OPTION GIVEN IN THE BRACKET :

- (a) Observation is an important method of data_____. (Collection, Analysis, Interpretation)
- (b) _____ refers to subdividing a larger market into smaller markets. (Market segmentation, Niche marketing, Marketing research)
- (c) Market segmentation is the_____ activity of a marketer. (primary, secondary, tertiary) (d) _____ is an important element of sociographic segmentation (Culture, age, usage rate)
- (e) _____ is an important element of behavioural segmentation. (Buying motives, gender, region)
- (f) _____ is an important element of demographic segmentation. (age, lifestyle, locality)
- (g) _____ marketing refers to marketing to small segment of the market, which generally is overlooked by other marketers. (niche, small, special)
- (h) In _____ segmentation, consumers are classified on the basis of life style and personality traits. (Psychographic, demographic, geographic)
- (i) _____ data refers to the data which is readily available. (primary, secondary, outdated)
- (j) _____ involves gathering, recording, analysing, data about specific marketing problems. (Marketing research, marketing information system, research and development)
- (k) Marketing decision support system is an important component of _____ (marketing information system, marketing research, brand research)
- (l) _____ data is first hand information collected for research (primary, secondary, outdated)

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STATE WHETHER THE FOLLOWING STATEMENTS ARE TRUE OR FALSE:

- (a) Marketing research includes only consumer research.
- (b) Consumer behaviour is influenced only by marketing factors.
- (c) Buying motive is an important situational factor that influences consumer behaviour.
- (d) The consumer behaviour of all urban youth is universal in nature.
- (e) The age factor is an important psychological factor that influences buyer's behaviour.

- (f) Culture is an important element of behavioural segmentation.
- (g) Niche marketing involves marketing of products to all nice people.
- (h) Test Marketing means launching the products over a larger market area.
- (i) Marketers need not know the customer's perception of the product.
- (j) Product positioning means placing the product in the market.

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MATCH THE COLUMNS :

COLUMN A	COLUMN B
(1) Geographic Segmentation	(a) Region
(2) Demographic Segmentation	(b) Personality
(3) Sociographic Segmentation	(c) Selling Points
(4) Psychographic Segmentation	(d) Gender
(5) Behavioural Segmentation	(e) After-Sale-Service
	(f) Culture
	(g) Usage Rate

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COLUMN A	COLUMN B
(1) Marketing Information System	(a) Marketing Decision Support System
(2) Niche Marketing	(b) Small Segment
(3) Marketing Research	(c) Solves Specific Problems
(4) Product Positioning	(d) Distinct Product Image
(5) Market Segmentation	(e) Subdividing the Market
	(f) Grouping the Market
	(g) Placement of Product

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MODULE - III

OBJECTIVES

FILL IN THE BLANKS WITH THE CORRECT OPTION GIVEN IN THE BRACKET :

- (1) The basis of marketing operations is the co-ordination of four key variables, namely: product, price, place and _____. (positioning, publicity, promotion)
- (2) _____ refers to set of products which are offered for sale by a firm. (product design, product mix, product selling)
- (3) _____ refers to a group of related products that share common characteristics, _____ and channels of distribution. (product mix, product range, product line)
- (4) At introductory stage of product life cycle, advertising is undertaken to _____. (create awareness, sell the product to masses, remind the customers)
- (5) _____ is a process of extending an existing brand name to other brands. (brand equity, brand extension, brand image)
- (6) _____ is the incremental value of a business above the value of its physical assets due to the market position achieved by its brands. (brand equity, brand image, brand extension)
- (7) _____ gives a distinctive identity to the brand. (brand positioning, brand loyalty, brand equity)
- (8) In _____ pricing method, the pricing is calculated as a percentage of selling price. (Mark-up, cost-plus, break-even)
- (9) At the decline stage of product life cycle, a business firm may resort to _____. (price cuts, aggressive advertising, creating awareness)
- (10) _____ strategy requires marketing efforts to be directing at dealers to induce them _____ to promote the product. (push, pull, penetration)
- (11) _____ is a group of related products that share common channels and customers. (product line, product mix, product group)
- (12) At the introductory stage of PLC, a firm resorts to creating _____. (brand awareness, brand value, brand history)

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STATE WHETHER THE FOLLOWING STATEMENTS ARE TRUE OR FALSE:

- (1) Marketing mix is not influenced by environment factors.
- (2) Marketing mix is a static concept.
- (3) The variables in Marketing mix are independent of each other.
- (4) Generally, at a growth stage, advertising is undertaken to create awareness.
- (5) A company adopts the same marketing mix for all products.
- (6) Product modification strategy involves no changes in the product mix.

- (7) Brand extension refers to extension of product line by introducing new products with different brand names.
- (8) Brand loyalty involves only repeat purchases by satisfied customers.
- (9) In skimming pricing, the main objective is to gain large market share.
- (10) Product line width refers to the number of products in company's specific product line.
- (11) In penetration pricing, the marketer charges high price to gain high market share.
- (12) Product line length refers to the different categories of product lines.

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MATCH THE COLUMNS :

GROUP A	GROUP B
(1) Development Stage of PLC	(a) Withdrawal of Product
(2) Introduction Stage of PLC	(b) Stagnant Sales
(3) Growth Stage of PLC	(c) Rise in Profits
(4) Maturity Stage of PLC	(d) Product Awareness
(5) Decline Stage of PLC	(e) Research & Development
	(f) Survival of the product
	(g) Merger of firms

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GROUP A	GROUP B
(1) Skimming price	(a) Inducing Trial of the Product
(2) Penetration Pricing	(b) Same price in all markets
(3) Probe Pricing	(c) Sensing the demand
(4) Standard Pricing	(d) Market share
(5) Trial pricing	(e) High Profits
	(f) Pricing by subsidiaries of MNC
	(g) Different Prices

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MODULE - IV

OBJECTIVES

Fill in the blanks with the correct option given in the bracket :

- (a) _____ refers to extra incentives that the channel intermediaries get to stock and _____ promote the products. (Push commission, Pull incentives, Extra Credit period)
- (b) The main objective of advertising is to _____. (Create awareness, increase sales, increase profits)
- (c) _____ involves preparing and placing attractive displays of a new product. (Merchandising, Salesmanship)
- (d) _____ system takes place when two or more stages of a distribution channel _____ are combined and managed by one firm. (vertical Marketing, Horizontal Marketing, _____ Third Party Logistics)
- (e) _____ is a form of consumer-oriented promotion techniques. (Exchange offer, _____ Trade discount, Dealer conferences)
- (f) _____ facilitates detailed information to the prospective customers. (Trade fairs, _____ Sponsorship, Advertising)
- (i) _____ channel is also called as 'zero-level' marketing channel. (Direct, Indirect, _____ Multi-level)
- (j) _____ marketing system is an arrangement whereby two or more firms at the _____ same level join together for marketing purpose to capitalize on a new opportunity. (Horizontal, Vertical, Multi-level)

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State whether the following statements are true or false :

- (a) The term 'multi-level marketing' and 'multi-channel marketing' are synonyms.
- (b) Research and Development is an important component of distribution.
- (c) Material handling does not play any role in logistics.
- (d) Freight forwarders own bulk containers.
- (e) Containerization means combining as many packages as possible into one load that _____ can be handled by a forklift truck.
- (f) Logistical packaging does not facilitate transportation of goods.
- (g) The content of advertising is controlled by the media owners.
- (h) Advertising does not require creativity to design effective advertisement.
- (i) Cash and trade discount is given to the consumers.
- (j) Telemarketing is not a form of direct marketing.

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Match the columns:

Column A	Column B
(1) Utilisation	(a) Outsourced Logistics
(2) Containerization	(b) Oriflame
(3) Multi-level Marketing	(c) On-line and Off-line store
(4) Multi-channel Marketing	(d) Shrink packaging
(5) Third Party Logistics	(e) Several Utilised Loads
	(f) Freight forwarders
	(g) Contract carriers

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Column A	Column B
(1) Publicity	(a) Discounts
(2) Advertising	(b) Relation with public
(3) Sales Promotion	(c) Product demonstration
(4) Salesmanship	(d) Non-paid form
(5) Trade Fairs	(e) Persuasion
	(f) Internet marketing
	(g) Creates awareness

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MARKETING

QUESTION BANK

MODULE 1

1. Define marketing . Explain its features and importance .
2. Discuss the evolution of Marketing concept .
3. Explain the concept social marketing and Green marketing . Bring out its significance.
4. Explain Digital Marketing . Explain in brief different forms of Digital Marketing.
5. What is Event Marketing ? Explain the steps involved in Event Marketing .
6. What is Ethics in Marketing ? Discuss the emerging ethical issues in Marketing .
7. What are the challenges before marketing managers in changing business environment ?

MODULE 2

1. What is Marketing Information System ? Discuss its components .
2. Define Marketing Information System . How would you make MIS more effective .
3. What is marketing research ? Describe the main steps in marketing research.
4. What is consumer behavior ? What are the factors influencing it ?
5. Describe the steps involved in consumer buying decision process .
6. What is market segmentation ? Explain its importance and What are the bases of market segmentation.
7. Write a note on niche marketing .
8. What is product positioning ? Bring out its importance and Discuss the positioning strategies .

MODULE 3

1. What is marketing mix ? Explain its importance and the elements of marketing mix .
2. Explain the different areas of product decisions .
3. Discuss the stages in product life cycle .

4. What is packaging ? Discuss its importance .
5. What is Branding ? Explain the components of brand .
6. What is brand extension ? What are its advantages ?
7. Write a note on brand loyalty .
8. What are the factors influencing pricing ?
9. Discuss the various pricing strategies .
10. Explain the different methods of pricing .

MODULE 4

1. What is physical distribution ? Discuss factors influencing selection of distribution channels .
2. Explain the different types of distribution channels .
3. Discuss the recent trends in distribution channels .
4. What is promotion mix ? Explain its objectives and elements of promotion mix .
5. What is advertising and publicity ? Explain its features .
6. What is sales promotion ? Describe its techniques .
7. What is public relations ? Explain the parties involved in public relations .
8. What is integrated marketing communication ? Explain its components .
