



7	Explain the product categories.	2
8	Explain what is a product?	2
SECTION C		
9	<p>Rakhsa is a regular holiday customer at U-Tan Beach Resort. She always makes it a point to atleast spend a few days of her vacation here with her entire family. Whenever, there is a discussion about outings, picnics or mini vacations Raksha never fails to mention U-Tan Beach Resort and the top level services that they offer. She particularly emphasizes on the affordability of the room rates and delicious hot piping food. She strongly recommends this place to everyone around her.</p> <p>a. Which element of promotion mix can be identified from the above given scenario?</p> <p>b. What is the importance of the identified concept?</p>	4
10	<p>In the year 2003, ITC stepped in the manufacturing of biscuits and introduced the 'Sunfeast' range that at first dealt with biscuits and later on with other food items also. In order to make its brand a household name it has launched exciting and innovative campaigns that denote the various qualities of its products like the flavour and exclusive taste. To promote its range of food products, famous actors and sports personalities were signed. Sachin Tendulkar, the cricket icon, Shahrukh Khan, the superstar, Sania Mirza, the tennis star have all been the brand ambassador's at one time or other. Television, magazines, newspapers have proved to be an effective and influential medium for advertisements as they are able to spread awareness among every age group of people. The slogan 'Spread the Smile' has become the essence of the brand and the catchy and colourful advertisements have helped the company in acquiring a large share of the market.</p> <p>a. The above scenario relates to which fundamental of marketing mix?</p> <p>b. Explain the identified concept and its elements.</p>	4
THE END		