


THE VILLAGE INTERNATIONAL SCHOOL
UNIT-3: ENTERPRISE MARKETING CBSE BOARD
QUESTIONS FROM PREVIOUS YEARS

YEAR 2019

1	Differentiate between a 'logo' and a 'tagline'.	1
Ans		
2	What is meant by 'goal setting'? S.M.A.R.T goals help the businesses to go beyond the realm of goal setting into an actionable plan for results. What do A and S stand for? Describe the two.	3
Ans		
3	What is meant by 'skimming pricing method'? State any two advantages and any two disadvantages of skimming pricing method.	3
Ans		
4	Aryan started a Super Specialty Store, 'Sampada'. Its products are sourced from handpicked suppliers. These products are sold under Sampada's own brand. Its promotion strategy is very specific and focuses on targeted groups of customers. The purpose of this promotions strategy is to develop the brand 'Sampada' by creating awareness among the customers. To do this, Sampada's Facebook and Twitter pages encourage two-way communication with customers. These social media channels provide a platform through which Sampada can interact with customers. It can then assess their opinions about the brand. (a) Identify the promotion strategy adopted by Sampada. (b) List the activities that are included in the strategy identified in (a) above for creating brand awareness. (c) Also, explain the promotion strategies other than the one identified in (a) above.	6
Ans		

YEAR 2020

5	 <p>_____ and _____ are the components of a Brand shown in the figure.</p>	1
Ans		

6	Sales promotions initiatives are often referred to as 'above the line' activities. TRUE/FALSE	1
Ans		
7	Rushan devised an apparatus to measure the quality of air at home which can be fitted in any Air conditioner and the air conditioner can become an air purifier as well. His product	1

	is still in the pre-commercialization stage. Rushan wants to exclude others from making, using, selling and importing this apparatus. The intellectual property right which Rushan will have to obtain is: (a) Copyright (b) Patent (c) Industrial design (d) Trade mark	
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Ans		
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8	State any four advantages of 'penetration pricing' method to the firm.	2
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Ans		
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9	State any four purposes of 'Logo'.	2
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Ans		
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10	Government banned the use of polythene bags and single use plastic material in order to curb the increasing pollution level by dumping of plastics. Harjot took this as an opportunity and is planning to manufacture biodegradable bags of different sizes by processing the sugarcane bagasse. Create a logo and a tagline for the bags manufactured by Harjot.	2
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Ans		
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2022

11	What is meant by Personal Selling? State any two roles of a salesperson.	2
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Ans		
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12	Give the meaning of variable price method of pricing.	2
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Ans		
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13	Explain the three components of a Brand.	3
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Ans		
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14	Rupali intends to start an enterprise that will produce healthy alternatives for chocolates and sugar cravings. In order to assess the taste preferences of people and possible options for flavours she conducted an online survey. Based on the information collected she analysed the market and decided to launch coconut, jaggery and sesame based choco D decided to fix the price of chocolates at a relatively lower level in the beginning and later on as the demand picks up she may revise the price. (a) Identify the pricing strategy used by Rupali for her chocolates. (b) State the marketing objective of the pricing strategy opted by Rupali. (c) Mention any two advantages of the pricing strategy to the firm, identified in part (a) above.	3
Ans		
15	Give the meaning of channel of distribution. Explain any four factors affecting channel of distribution with relation to the nature and quality of the product being distributed.	5
Ans		

2023

16	Which of the following statement is related to below-the-line promotion approach that a company can use to promote its products? (a) It targets mass audience. (b) It targets identified small groups. (c) It helps in establishing brand identity. (d) It includes conventional media like print, online, television and cinema advertising.	1
Ans		
17	Krishiv manufactures lamp shades in his cottage industry where labour intensive techniques are used. He is selling these lamp shades under the - designers are using lamp shades to give an aesthetic look to the houses they design. For Krishiv, the per unit cost of each lamp shade is 450 and he sells it for 900. Similar lamp shades are available in the market and on online websites in the range of 1,000 1,100 per unit. The pricing strategy used by Krishiv is the one where the price of the product is initially set at a price lower than the eventual market price to attract new customers. His objective is to increase the sales volume, rather than to make profit in the short-run. The pricing strategy adopted by Krishiv is: (a) Cost plus pricing (b) Penetration pricing (c) Skimming pricing (d) Variable pricing	1
Ans		

18	Prabhas is the creative head of an advertising agency. His latest project is to design a campaign for super food for children in the age group of 6 months to 2 years. He developed a jingle in Hindi as well as in English language to reach out to the maximum audience of the market segment. By doing this, he is not only informing and selling the product but also improving the image of the business. When any advertising activity is planned, there are four rules to be considered. From the following, identify the rule/rules that are taken into consideration by Prabhas in the above case: (i) Aim (ii) Target (iii) Media (iv) Competitors (a) (i) (b) (i) and (ii) (c) (i), (ii) and (iii) (d) (i), (ii) and (iv)	1
Ans		
19	Explain SWOT analysis as a step in preparing marketing plan.	2
Ans		
20	Identify the term that is used to identify the products of one firm and differentiate them from those of the competitors. Also, explain the term.	
Ans	Product differentiation	2

21	State by giving any three points how direct channel of distribution is helpful to producers.	
Ans		
22	State by giving any three points how direct channel of distribution is helpful to producers.	3
Ans		
23	What is meant by a sales strategy? State how a successful sales strategy helps the sales force?	3
Ans		

24	<p>'Pretty You' is an established brand in the salon and makeover industry. It is currently operating in Delhi with a network of 5 branches.</p> <p>It now wants to make its presence known in different cities of North India and gradually would be establishing its identity throughout the country.</p> <p>For this, the company decides to give exclusive rights to independent retailers to take advantage of the brand "Pretty You" in return for their payment of royalties and conformance to standardized operating procedures.</p> <p>Identify and explain the form of expansion discussed above.</p>	3
Ans		
25	<p>Give the meaning of skimming method of pricing. State any two advantages and two disadvantages of this method of pricing.</p>	5
Ans		
COMPARTMENT 2019		
26	<p>Why is 'tagline' important for an organization?</p>	1
Ans		
27	<p>Why should brand/brand name be given legal protection?</p>	1
Ans		
28	<p>What is meant by 'marketing mix'? State its elements.</p>	3
Ans		
29	<p>This is a paid form of communication designed to persuade potential customers to choose a product or service of the firm over that of a competitor. The desired responses will only be elicited when the rules for its planning are considered.</p> <p>(a) State any two objectives of the above-mentioned concept.</p> <p>(b) What are the responses that this form of communication elicits?</p> <p>(c) Explain the rules that are to be followed while planning any communication through this mode.</p>	6
Ans		
30	<p>Vikas owned a fruit juice bar by the name of 'Tammy Juice' where he sold only organic range of vegetable and fruit juices. As these juices were extracted by state-of-the-art machinery with hygienic methods therefore, they were expensive. Such juices had a specific clientele. For expansion of the business, Vikas opened five more outlets within a</p>	6

	radius of three km. All the outlets were in rented premises. Vikas was not in a position to measure the quality and quantity of production. Thus, he could not create the confidence in the customers with the quality offered. The fruits and vegetables were not being properly used leading to wastage. Sale in all the outlets reduced and slipped even below the breakeven level. His competitor 'Juice-Up' introduced the same range of juices as offered by Vikas at a lower price. In spite of this fact, Vikas did not make any attempt to improve his customer base. As a result, within a year, he had to shut all the six outlets with huge losses. Quoting lines from the above para, identify and explain any four reasons for failure of Vikas's business.	
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Ans		
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COMPARTMENT 2020

31	_____ is the only revenue generating element among the four Ps of marketing, the rest being cost centres.	1
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Ans		
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32	Distributive negotiations are commonly referred to as 'win-win'. TRUE/FALSE	1
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Ans		
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33	Distinguish between a 'brand name' and a 'brand mark'.	2
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Ans		
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34	X Ltd. has developed a unique television set that has the features of a computer and can be controlled from outside the home using a mobile phone. A lot of research was done for the development of this unique television. The company has fixed the price of the television in such a way that it can reach break-even with fewer sales and could recover the cost of investment and research easily. The price has been fixed keeping in mind the early adopters who have relatively lower price sensitivity. Identify the pricing method used by X Ltd. and state its any two advantages.	3
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Ans		
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35	When a manufacturer selects some channel of distribution, he should take care of factors which are related to the quality and nature of the product? Explain any four such factors.	6
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Ans		
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COMPARTMENT 2022

36	Why is Sales Promotion initiative referred to as "below the line" promotion strategy? State by giving any two reasons.	2
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Ans		
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37	Name the most common and traditional channel of distribution. Mention the types of products and producers it is best suited for.	2
Ans		
38	'A Cables Ltd.' deals in cables of all varieties. Recently it has launched a new product that will increase its revenue and take the company to new heights. The company spent 50	3

	<p>crore on research and development of a new alloy. The alloy product is first of its kind in the market. It provides better security and protection against short circuits and overloading. The price of the new product was kept at 2000 per bundle as compared to the regular cables that were available at 800 per bundle.</p> <p>On the basis of the above information, answer the following questions.</p> <p>a) State how 'A Cables Ltd.' can protect its invention of the new alloy used in their cables.</p> <p>b) Which pricing method is being used by the company?</p> <p>What benefit will the company derive using this pricing strategy?</p>	
Ans		
39	State the three types of flows in a channel of distribution. How does the nature of product help in determining the channel of distribution to be used by a manufacturer? Explain	5
Ans		

COMPARTMENT 2023

40	Which component of a brand appears in the form of a symbol, design or distinct colour scheme? (a) Trademark (b) Brand name (c) Brand mark (d) Tagline	1
Ans		

41	<p>'Shudh Jal India Ltd.' is the manufacturer of water purifiers. The company has developed a new water purifier that not only converts the hard water into soft water but also kills the bacteria and other harmful microorganisms present in it. For the marketing of water purifiers, it has appointed salesmen throughout the country. The company has also trained the salesmen to provide information about the usefulness of the product to the customers, demonstrating features and benefits not available with the competitor's product without ever mentioning them by name.</p> <p>(a) Identify the type of sales strategy adopted by the company. (b) Also discuss the type of sales strategy other than the one identified in (a) above.</p>	2
Ans		
42	Explain the considerations related to the manufacturer while selecting a distribution channel.	3
Ans		
43	<p>Identify and explain the type of pricing methods used by the companies in the situations given below:</p> <p>(a) 'Dental Care' is a new company in the field of toothpastes. It is launching its new improved toothpaste in small tubes of 100 gms each at a cost of 5 per tube. It will be sold in remote rural markets to capture more market share. The strategy of the company is to set a price lower than the eventual market price initially to attract the new customers and later on it will be raised once market share is gained.</p>	3

	<p>(b) 'Super Foods Ltd.' decided to sell their new energy drink 'Bettergy' only in the urban markets. Their marketing and finance team decided to sell it in sustainable tetra packs of 200 mL, 500 mL and 1000 mL at a price of 20, 40 and 75 respectively. This method of pricing permits different rates to be extended to different customers for the same goods.</p> <p>(c) 'Data Robots' is a startup firm in the field of Artificial Intelligence. It decided to sell their voice-enabled air purifiers in the market for 50,000 per piece, which is higher than the already existing air purifiers price in the market. They are confident of sale even at higher price because of its quality. The company's strategy is to recover the Research and Development cost in few sales.</p>	
Ans		

SAMPLE QP-2014-15

44	Explain any two components of 'Brand' with example.	2
Ans		

45	Pureminds Ltd was a company into manufacturing of water purifiers, water dispensers, packaged drinking water and hand sanitizers. They do a lot of research and development and would update their products on a regular basis. They also encouraged feedback and suggestions from the customers. Acting on one such suggestion, they decided to manufacture a water bottle with a built in water purifier called 'Wonderpure'. They spent a lot of money on promoting the product with the tagline 'Your child is secure with Wonderpure'. The target segment was- quality conscious consumers. It was priced in such a way that the cost of investment of the original research gets recovered from the customer. The product was an instant hit. 6 (a) Identify and explain the pricing strategy to be used by Pureminds Ltd. (b) State two advantages and two disadvantages of the pricing strategy identified in part.	6
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Ans		
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SAMPLE QP-2015-16

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46	State any two factors which lead to effective employee relationship.	2
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Ans		
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47	Differentiate between Standardized product and Customized product. Which channel of distribution is best suited for customized product/goods?	3
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Ans		
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48	'Floral Art and Craft' opened its first store in Mumbai in the year 2010 with the objective of providing its customers with fresh flowers creatively packed and value for money. It procures fresh flower directly from the farmers. The organization makes sure that the farmers adopt organic means to nourish the soil and do not use chemical fertilizers as it degrades the soil fertility. Packaging material is procured from specially abled crafts man of I CAN. Floral Art and Craft's face book and twitter page encourages two way communication with its customers. These social media channels provide a platform through which it can interact with customers and access their opinion about the brand. The store also uses direct e-mails to their frequent customers to inform them about	4
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	different schemes and other promotional messages. Its website promotes the store by organizing different flower decorating classes and competitions using the products of I CAN. A. Identify the promotion strategy adopted by I CAN. Also state the lines from the text that helped to identify the form. B. State any two features of this type promotion strategy. C. State two values communicated to the society	
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Ans		
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SAMPLE QP-2016-17

49	State the role of a sales person in personal selling.	1
Ans		
50	Rohan a budding musician created a lot of musical notes for his upcoming video. He was extremely thrilled to listen to his compositions. He presented his compositions to his friend Victor. The release of musical video of Rohan was getting delayed for a few months due to shortage of cash. Meanwhile Victor used most of the musical compositions of Rohan in his video. Rohan was extremely upset to know that his friend had cheated him and used all his work. What could have Rohan done to save his work? Identify and explain it.	2
Ans		
51	Differentiate between price skimming and price penetration technique of pricing.	3
Ans		
52	'Employee relationship management is a process that a company uses to effectively manage interactions with employees to achieve the goals of the organization'. In the light of the statement; (a.) explain any three factors that lead to effective employee relationship (b.) state any two values that the company may communicate when it tries to maintain healthy relationship with their employees.	4
Ans		
SAMPLE QP-2017-18		
53	What is a trade mark?	1
Ans		
54	Quick Rasoi is a fast-food chain selling Indian items like Kathi Roll, Samosa, Idli, Dhoklas Etc., Now, they want to sell Kulfi in their outlets. Kulfi has been an item in their menu earlier also but was withdrawn because of higher price as compared to the price of established brands. Therefore, this time they decided to initially price the Kulfi at cost. It was done with the objective of increasing market share. Management of Quick Rasoi is of view that once their Kulfi is established in the market they will increase the price to a level that will help them in earning reasonable profit on their product. Identify and explain the pricing strategies adopted by Quick Rasoi earlier and at present.	2
Ans		

55	When is it advisable for an entrepreneur to opt for a direct channel of distribution?	3
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Ans		
SAMPLE QP-2018-19		
56	Differentiate between Brand mark and Trademark.	1
Ans		
57	Explain any three types of Intellectual property rights.	3
Ans		
58	<p>Arushi finished her graduation course on designing from a reputed university. She wanted to pursue higher studies from a foreign university. Her father felt that she should work for some time, gain some experience and then proceed to further study. Taking his advice she joined a top advertising firm 'Crypton Ltd'. The company was very famous and they had several important clients. As her first assignment, Arushi had to design an advertisement for print media for one of their major clients 'Amoridilla Soaps'. They were introducing new ayurvedic soap and they wanted Crypton to design an advertisement which was unique. Arushi started researching on the various rules of designing advertisement. She learnt that all good advertisements should elicit responses.</p> <p>a. State the responses and rules to be followed while designing an advertisement. b. Also, Identify and explain the promotion strategy followed by 'Amoridilla Soaps'.</p>	6
Ans		
59	'Blessy Ltd., decided to diversify into manufacturing vitamin enriched water apart from their original business of cold drinks. The finance and marketing department sat and decided to adopt either of these two pricing techniques - adding a certain percentage of profit to the cost of production or to sell at a lesser amount so as to capture huge market. They put forth their finding to the CEO. Identify the technique and state one advantage and one disadvantage for each pricing method.	6
Ans		
SAMPLE QP-2019-20		
60	B & H is a leading advertising firm. They recruit new graduates through college placements. During an interview, a student was asked to list the four rules for planning any advertising activity, he replied that the following is required: Aim, Target, Desire, Competitors.	1
Ans	False	

61	Which of the following is not a method of 'Negotiation'? a. Each side works towards a solution and everyone wins something. b. One party gets what they want and other party has to give something up. c. This involves starting on small details and working upward until a settlement is reached. d. It entails all aspects of interaction that a company has with its customer, whether it is sales or service-related.	1
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Ans	d. It entails all aspects of interaction that a company has with its customer, whether it is sales or service-related.	
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62	Vector Ltd., is in the Fast-Moving Consumer Goods industry. They introduced a new variety of biscuits in the market. It has high fibre content with different new flavours incorporating various multigrain. Create a tagline for the product and state which promotion strategy should be used by Vector Ltd.,	2
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Ans	Tagline- Health One and for all Promotion strategy used- Above the line as it focuses on advertising to a large audience through print, television etc.,	
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63	Rajesh was a chemical engineer working for a company selling insect killer spray. He was aware how this product could harm the health of the users and was constantly looking for ways to improve the product. Filled with innovative zeal, he worked hard and developed a mosquito repellent which produces sonic waves to drive away mosquitoes. It is nonsmoky and does not emit any kind of fragrance or odour. It was safe to use as the sonic waves do not affect human beings or plants. He decided to name his product as 'Dengularia Free'. The product was to be packed in a corrugated box with an extension cord as free gift. Its price was fixed at Rs. 260 per unit. A replacement warranty for one year will be given as an introductory offer. He decided to sell this product through agents who will sell to both, the wholesalers and retailers depending upon the market to be catered. Quoting the lines from the above para, identify any three elements of marketing mix used by Rajesh.	3
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Ans	a) Product- He decided to name his product as 'Dengularia Free'. b) Place- He decided to sell this product through agents who will sell to both, the wholesalers and retailers depending upon the market to be catered. c) Promotion- The product was to be packed in a corrugated box with an extension cord as free gift. Or A replacement warranty for one year will be given as an introductory offer. d) Price- Its price was fixed at Rs. 260 per unit. (Any three)	
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64	Why is it important for a business to have an effective sales strategy?	4
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Ans	<p>a. Successful strategies help the sales force focus on target market customers and communicate with them in relevant and meaningful ways.</p> <p>b. Sales representatives need to know how their products or services can solve customer's problems. A successful sales strategy conveys this so that the sales force spends time targeting the correct customers at the right time.</p> <p>c. Planning and creating an effective sales strategy requires looking at long-term sales goals and analyzing the business sales cycle, as well as meeting with sales people about their personal career goals. Going through these exercises helps business owners and managers gain a more intimate knowledge of the sales intervals, seasonal changes and what motivates the sales team.</p> <p>d. After creating the long-term sales strategy based on long-term goals, sales managers should create monthly and weekly sales strategies based on the long-term strategy. This allows for short-term performance measurement of the sales team.</p>	
65	Why is 'place mix' regarded as an important element of marketing mix? How does the considerations related to market have an impact on the selection of a distribution channel?	6
Ans	It is a distribution network through which the producer puts his products in the market and passes it to the actual users. This channel consists of: producers, consumers or users and the various middlemen like wholesalers, selling agents and retailers (dealers) who intervene between the producers and consumers. Therefore, the channel serves to bridge	


	<p>the gap between the point of production and the point of consumption thereby creating time, place and possession utilities. Considerations related to market are given below:</p> <p>a. <u>Number of buyers:</u> If the number of buyers is large then it is better to take the services of middlemen for the distribution of the goods. On the contrary, the distribution should be done by the manufacturer directly if the number of buyers is less.</p> <p>b. <u>Types of buyers:</u> Buyers can be of two types: General Buyers and Industrial Buyers. If the more buyers of the product belong to general category then there can be more middlemen. But in case of industrial buyers there can be fewer middlemen.</p> <p>c. <u>Buying habits:</u> A manufacturer should take the services of middlemen if his/her financial position does not permit him/her to sell goods on credit to those consumers who are in the habit of purchasing goods on credit.</p> <p>d. <u>Buying quantity:</u> It is useful for the manufacturer to rely on the services of middlemen if the goods are bought in smaller quantity.</p> <p>e. <u>Size of market:</u> If the market area of the product is scattered fairly, then the producer must take the help of middlemen.</p>	
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SAMPLE QP-2020-21

66	Which of the following is not a component of Brand? A. Brand name B. Brand Mark C. Logo D. Trademark	
Ans	C. Logo	
67	'Maharaja' of Air India is A. Brand name B. Brand Mark C. Brand D. Trademark	
Ans	B. Brand Mark	
68	Advertising is? A. A paid form of communication B. Selling products personally C. A deliberate effort done to establish and maintain mutual understanding between organization and public D. It relates to short term incentives	
Ans	A. A paid form of communication	
69	Which of the following are the four rules when planning any advertising activity? A. Aim B. Competitors C. Media D. All of the above	1

Ans	D.All of the above	
70	'Umbrella branding' is? A. Entrepreneur opts to use a common or successful family name for their several products. B. Entrepreneurs choose to utilise their corporate name or logo together with some brand names of individual products. C. Entrepreneur uses alpha-numeric names to signify physical characteristics of the product. D. Entrepreneur chooses distinct names for each of his offerings.	1
Ans	A. Entrepreneur opts to use a common or successful family name for their several products.	

71	<p>What is common among McDonalds, Goli vada pav, Naturals Ice-creams and Ferns-andpetals?</p> <p>A. All are Multinational corporations working in India. B. All have adopted franchising as their growth strategy. C. All have merged with big companies. D. All of the above</p>	1
Ans	B. All have adopted franchising as their growth strategy.	

72	 <p>A. Below-the-line B. Above -the-otion strategy shown in the image above. C. Through-the D. Both Below-ne the -line and Above-the-line</p>	1
Ans	A. Below-the-line	

73	 <p>Identify the type of Advertising depicted in the given image.</p> <p>A. Point of Sale B. Ambient C. Outdoors D. Direct mail</p>	
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Ans	B. Ambient	

74	Priyam composed a music piece for a song and the lyrics were written by him. He wishes to legally protect his creation. He can get a A. Patent for lyrics and music piece B. Copyright for lyrics and music piece C. Copyright of the lyrics and patent for the music piece D. Trademark for the complete song.	1
Ans	B. Copyright for lyrics and music piece	•
75	Vinit innovated a new pen which can read any text when placed on top of a page or newspaper which definitely helps blind and old people who are unable to read, He wishes to legally protect his product. He can get a A. Patent B. Copyright C. Trademark D. Geographical Indication	1
Ans	A. Patent	
76	What is a sales strategy? Differentiate between its types.	2
Ans	A sales strategy consists of a plan that positions a company's brand or product to gain a competitive advantage. Businesses employ one of two basic types of sales strategies to their overall plan: direct or indirect. With the direct sales strategy, sales people attack the competition head on when talking to the customer. They talk about each feature of the competition's product and compare it to theirs. The term "negative selling" refers to the direct sales approach. Indirect sales approaches apply more subtle techniques by demonstrating features and benefits not available with the competition's products or services without ever mentioning them by name. This more sophisticated, positive sales strategy requires research and analysis of the competition.	
77	M/S. Ramlal & Sons started manufacturing oximeters which has a great demand in this time of Covid 19'for domestic use and otherwise also it is an equipment in demand by the medical professionals. While fixing the selling price for the same Ramlal wants to adopt a method where he can just cover the cost and earn a nominal amount of profit. His sons advised him to fix the price initially at a higher rate and then reduce the price when the demand has reduced. According to them this method would help them earn a good profit. He hired an agent, Satish, who advised him to initially keep the prices low to attract the market and then he can slowly and gradually increase the price. In the given context answer the following questions; a. Identify and explain the method that Ramlal is planning to adopt. b. Explain the method of pricing suggested by Ramlal's sons and his agent respectively?	4

Ans	<p>a. Cost plus pricing The most common technique is cost-plus pricing, where the manufacturer charges a price to cover the cost of producing a product plus a reasonable profit. Cost-plus pricing is typically based on a manufacturing estimate. Estimates of the costs associated with manufacturing tasks are made for many reasons. In principle, estimates are made of the resources required (For example, materials, labour and equipment), the cost of those resources and the time for which they will be used. From these factors, an estimate of the costs of carrying out a manufacturing process is made.</p>	
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	<p>b. Price skimming, penetration pricing Skimming is usually employed to reimburse the cost of investment of the original research into the product commonly used in electronic markets when a new range, such as smartphones, are firstly dispatched into the market at a high price. This can be attributed to their need for the product outweighing their need for economics, a greater understanding of the product's value, or simply having a higher disposable income. This strategy is employed only for a limited duration to recover most of the investment made to build the product. Penetration pricing is a pricing strategy where the price of a product is initially set at a price lower than the eventual market price to attract new customers. The strategy works on the expectations that customers will switch to the new brand because of the lower price. Penetration pricing is most commonly associated with a marketing objective of increasing market share or sales volume, rather than to make profit in the short term. The price will be raised later once this market share is gained.</p>	
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78	<p>Source based question Source: Economic Times, January 31, 2020</p> <p>'Memes have emerged as a lucrative profession for its creators. Last week, when Zomato acquired UberEats, competitors took no time to engage with users through this new-age content marketing tool, which had become an instant hit when it began life on social media a few years ago. However, generating memes on Instagram, TikTok and Facebook is now starting to become an integral part of marketing budgets for brands that want to stay relevant and topical online. These brands are using popular meme pages such as Laughing Colours, Confused Atma and Sarcastic Indian across social media. A consumer brand spends Rs 1,000-50,000 on a meme. A page with a million likes charges Rs 1,000-Rs 1,500 for visibility on Facebook and around Rs 3,000 for Instagram, creators said. And, depending on the category of influencers, TikTok charges between Rs 5,000 and Rs 3 lakh. Earlier, meme pages used to make money mainly through Google advertisements, videos or cross promotions. Today, they rack up anywhere between Rs 10 lakh and Rs 4-6 crore in yearly turnover. Some brands that have been active with meme marketing include OnePlus, Truecaller, Dream11, LG and Big Bazaar, apart from big players in the ecommerce and soft-drinks space. Brands use memes for promotions, taking a dig at competition, and for product launches. The demand for memes as a marketing tool increases ahead of festive seasons and occasions like the Cricket World Cup or Indian Premier League matches. Usually, a brand engages with meme creators for two-three memes a week.' In context of the above article, answer the following questions:</p> <p>1. Identify and explain the component of marketing mix enumerated in the above article. 2. Explain in detail the elements of the component of marketing mix identified in (1) above.</p>	6
Ans	<p>1. Promotion - This refers to all the activities undertaken to make the product or service known to the user and trade. This can include advertising, word of mouth, press reports, incentives, commissions and awards to the trade.</p> <p>2. Promotion mix- Advertising, Personal selling, Sales promotion, Public relations</p> <p>Advertising - Advertising is a form of communication designed to persuade potential customers to choose the product or service over that of a competitor. Successful advertising involves making the products or services positively known by that section of the public most likely to purchase them.</p>	

	<p>Personal selling - It means selling products personally. It involves oral presentation of a message in the form of conversation with one or more prospective customers for the purpose of making sales. Companies appoint salespeople to contact prospective buyers and create awareness about the company's product. Thus, a sales person plays three different roles: a. Persuasive role b. Service role c. Informative role</p> <p>Sales promotion - Sales promotion relates to short term incentives or activities that encourage the purchase or sale of a product or service</p> <p>Public relations - It is about building good relations with the stakeholders (public) of the business by obtaining favourable publicity, building a good corporate image and handling or heading off unfavourable rumors, stories and events. By building good relationships with the stakeholders, particularly customers, a company can generate positive word of mouth and referrals from satisfied customers.</p>	
SAMPLE QP-2021-22-TERM 1		
SAMPLE QP-2021-22-TERM 2		
79	Evaluate the two approaches used in sales strategy by a company while retaining its present customers and when attracting new customers.	
Ans	Potential customers need communication that introduces the brand and product or service in ways that show how it can solve his or her problems. Current customers require more personal communication about new features or benefits to keep them engaged. Promotions and referral discounts work to motivate current customers to spend their money and to spread the word to others.	
80	Explain the various approaches used in promotion strategy.	
Ans	<p>Above-the-line promotions use mass media methods. This type of promotion focuses on advertising to a large audience. It includes conventional media like print, online, television and cinema advertising.</p> <p>Below-the-line methods are very specific, memorable activities focused on targeted groups of consumers. They are under the control of the organisation. The purpose of these activities has been to develop the brand by creating awareness and building a brand profile.</p> <p>Through-the-line refers to an advertising strategy involving both above and below the line communications in which one form of advertising points the target to another form of advertising thereby crossing the "line".</p>	

81	<p>Identify and explain the type of pricing method used by the following companies.</p> <p>A. Toothcare, a new brand in the field of toothpastes decided to launch their small packs at a cost of Rs. 5 only which will be sold in the rural market to capture more market share.</p> <p>B. Drinko Ltd., decided to sell their new energy drink initially only in the urban market. The Marketing and Finance team decided together that 200 ml tetra pack will be sold at Rs. 10 and 1000 ml will be sold at Rs. 40.</p>	3
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	<p>C. Bukno, a startup firm in the field of Artificial Intelligence decided to sell their voice enabled vacuum cleaner in the market for Rs.1,00,000 for a limited time period to cover the initial research and development costs.</p>	
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Ans	<p>A. Penetration pricing: It is a pricing strategy where the price of a product is initially set at a price lower than the eventual market price, to attract new customers. The strategy works on the expectations that customers will switch to the new brand because of the lower price.</p> <p>B. Variable price method: Variable pricing is a marketing approach that permits different rates to be extended to different customers for the same goods or services. It may come into play when the customer is committing to the purchase of large volumes of goods or services.</p> <p>C. Creaming or skimming: Goods are sold at higher prices so that fewer sales are needed to break even. Selling a product at a high price, sacrificing high sales to gain a high profit is therefore "skimming" the market. Skimming is usually employed to reimburse the cost of investment of the original research</p>	
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82	<p>Explain the factors affecting channels of distribution with relation to market considerations</p>	5
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Ans	<p>a. Number of buyers: If the number of buyers is large then it is better to take the services of middlemen for the distribution of the goods. On the contrary, the distribution should be done by the manufacturer directly if the number of buyers is less.</p> <p>b. Types of buyers: Buyers can be of two types: General Buyers and Industrial Buyers. If more buyers of the product belong to the general category, then there can be more middlemen. But in the case of industrial buyers there can be less middlemen.</p> <p>c. Buying habits: A manufacturer should take the services of middlemen if his financial position does not permit him to sell goods on credit to those consumers who are in the habit of purchasing goods on credit.</p> <p>d. Buying quantity: It is useful for the manufacturer to rely on the services of middlemen if the goods are bought in smaller quantities. e. Size of market: If the</p>	1.
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	market area of the product is scattered fairly, then the producer must take the help of middlemen.	
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2.

SAMPLE QP-2022-23

83	<p>'Polymer Ltd' decided to diversify into manufacturing pipes and plastic household products apart from their water tanks business. Their finance and marketing department decided to adopt any of the two pricing strategies - i. adding a certain percentage of profit to the cost of production ii. selling at a lesser amount so as to capture a huge market. They put forward their funding strategy to the CEO. The suggested pricing strategies are:</p> <ol style="list-style-type: none"> 1. Cost-plus pricing 2. Skimming pricing 3. Penetration pricing 4. Competitive pricing <p>a. 1,2 b. 2,3 c. 3,4</p>	
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d. 1,3

Ans d. 1,3

84	<p>Mayank, a small entrepreneur, is manufacturing LED lamps with the brand name 'Ledamps'. These lamps are in great demand. He finds that the cost of production per unit of the lamp is ₹ 800 and he can sell the same at ₹ 1000 per lamp. The competitors in the market are selling this type of lamp at the rate of 1200. Mayank's objective is not to earn profit in the short-run but to capture the largest market share. His expectation is that the customers will be attracted towards the new brand because of the lower price. Identify the method of pricing adopted by Mayank to capture the substantial portion of the market.</p> <ol style="list-style-type: none"> a. Cost plus Pricing b. Penetration Pricing c. Skimming Pricing d. Variable pricing 	
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Ans	b. Penetration Pricing	1.
85	The entrepreneurs have an option to brand their product alpha-numerically, as it signifies: a. Chemical characteristics b. Physical characteristics c. Neutral characteristics d. Mathematical characteristics	
Ans	b. physical characteristics	
86	“Successful launch of a product depends upon various factors. Entrepreneurs have to keep in mind the various ways of reaching the customers and persuade them to buy their products.” Comment on any two such methods used by an entrepreneur in attracting the customer to buy their product.	
Ans	The promotional tools are: 1. Advertising 2. Personal selling 3. Sales promotion 4. Public relations (Any two in detail with advantages and limitations)	
87	Arpit, an entrepreneur, was short of capital. He was worried about the fact as to how he will reach out to his customers. He met his friend who is at present working in a start-up firm. He explained to Arpit a way to reach customers without any middlemen which will help him overcome the shortage of cash. So, Arpit decided to keep his channel of distribution simple as advised by his friend. 1. Identify the channel of distribution adopted by Arpit. 2. Explain the channel of distribution mentioned above. 3. Give any two of advantages of this type of channel.	
Ans	1. The channel of distribution mentioned above is Direct channel-zero level. 2. This is the simplest and shortest channel in which no middlemen are involved and producers directly sell their products to the consumers. 3. This channel of distribution is fast and economical.	
88	The level of sales to the level of revenue generated is a useful parameter for mapping an organization's present and future course of action. Justify.	
Ans	i. It helps in setting sales target. ii. It helps in fixing the selling price and the profit goal.	
	iii. In a manufacturing environment, it helps in determining the products that are not contributing to meet the fixed expenses and thus brings up the item for discussion in management meetings about its continuity.	
89	Explain five common types of Intellectual Property Rights.	

Ans	<p>1. Patents: It grants an inventor the right to exclude others from making, using, selling, offering to sell, and importing an invention for a limited period of time, in exchange for the public disclosure of the invention. The inventions which can be patented are as follows:</p> <ol style="list-style-type: none"> Art, process, method or manner of manufacture Machine, Apparatus or other Articles. Substances produced by Manufacturing. Computer software which has technical application to industry or is used with Hardware Product Patent for Food/chemical/medicines or Drugs <p>2. Copyright: It gives the creator of original work exclusive rights to it, usually for a limited time. It means to apply to a wider range of creative, intellectual or artistic forms or work. For example, musical composition, literary work such as poems, plays etc.</p> <p>3. Industrial design: It protects the visual design of objects that are not purely utilitarian. It can be a two- or three-dimensional pattern used to produce a product industrial commodity or handicraft.</p> <p>4. Trademark: It is a recognizable sign, design or expression which distinguishes products or services of a particular trade from the similar products or services of other traders.</p> <p>5. Trade secret: Any confidential business information which provides an enterprise a competitive edge may be considered a trade secret.</p>	
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SAMPLE QP-2023-24

90	<p>'Shiny Teeth' have been in the field of manufacturing toothpastes since 2010. They decided to foray into the field of other specialised products in oral hygiene. Initially they decided to promote their specialised products to a large audience in the same manner as how they have been promoting their toothpastes. Within a few months they realised that their promotion technique is not working. The marketing team analysed and came to the conclusion that the specialised products should be promoted to a specific target audience. This idea worked very well and the promotion was a success. Identify all the promotion strategies used by them?</p> <p>i. Above the line ii. Below the line iii. Through the line</p> <p>a. i only b. ii only c. i and ii d. i, ii, iii</p>	
Ans		
91	Aarna industries started manufacturing ice-creams under the brand name 'Tasty'. The company decided to use 3D animation techniques which will be projected on buildings.	

	They chose several high raise buildings all over major metropolitan cities and started their advertising campaign. What form of media is the company using?	
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	<ul style="list-style-type: none"> a. Television b. Point of sale c. Ambient d. Cinema 	
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Ans		
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92	<p>This promotional technique is deliberately planned and sustained effort to establish and maintain mutual understanding between an organisation and public. This industry grew 12% to touch 1600 crore in FY19, according to the fourth 'State of the Industry Survey 2019' report by the Public Relations Consultants Association of India (PRCAI). While media relations continue to be the largest service, non-media relations services now contribute 53 per cent of the industry's revenue. Identify the technique</p> <ul style="list-style-type: none"> a. Advertising b. Sales Promotion c. Personal Selling d. Public Relations 	
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Ans		
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93	<p>Ratnanjali Ayurveda introduced a new range of products on the basis of the tri doshas. The marketing department is brainstorming on the branding of the new range where the customers can identify the new range easily and at the same time it creates awareness about the type of products this range has. The name 'AyurPrakriti', was adopted by the company and it would be used for all the products under this range. Which type of branding is adopted by Ratnanjali Ayurveda?</p> <ul style="list-style-type: none"> a. Individual branding b. Corporate branding c. Umbrella branding d. Alpha numeric branding 	
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Ans		
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94	<p>Assertion (A): Advertising is a paid form of communication. Reason (R): Successful advertising makes the products or services positively known by that section of the public most likely to purchase them.</p> <ul style="list-style-type: none"> a. Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A) b. Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A) c. Assertion (A) is true but Reason (R) is false 	
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	d. Assertion (A) is false but Reason (R) is true	
Ans		
95	Jai Prakash Ltd., was running into losses for the past few years. The company appointed a consultant to look into the reasons for the loss. The consultant after analysing everything framed a sales strategy which helped the sales force spend time targeting the correct customer at the right time. This helped the company to revive their profits within a few months. Explain the types involved in this strategy.	
Ans		
96	How is the channel of distribution influenced by the type of buyer?	

Ans		
97	This concept is an identifying symbol for any product or business. It can be any distinctive design, mark, sign which stands associated with the enterprise. Enlist any three purposes of this concept.	
Ans		
98	Mittal Industries is into manufacturing of television sets. The company decided to introduce a new range of smart television sets which can use any mobile phone as remote control. The finance department along with the R&D department brainstormed to arrive at an optimal price for the television sets. They decided that the price be fixed based on a manufacturing estimate. Enlist the advantages of fixing price in this manner.	
Ans		

YEAR 2024

99	Which of the following is not a component of Brand'?	
	(A) Brand name	
	(B) Brand mark	
	(C) Trade mark	
	(D) Tag line	
Ans		

100	<p>Assertion (A): Sales promotion relates to short-term incentives or activities that encourage the purchase or sale of products or services. Reason (R): Sales promotion helps to create awareness about the companies' products.</p> <p>Choose the correct option from the following:</p> <p>a. Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)</p> <p>b. Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)</p> <p>c. Assertion (A) is true but Reason (R) is false.</p> <p>d. Assertion (A) is false but Reason (R) is true.</p>	
Ans		
101	<p>Even after providing good food, excellent hospitality and other services, The Concept, a five star hotel, is facing problem of low demand for its rooms. To increase demand of the rooms in the hotel the Chief Executive Officer of the hotel called the Marketing Manager for advice. The Marketing Manager suggested that with a booking for three days and two nights package the hotel should announce an offer to provide free dinner along with complimentary breakfast for one day, as well as a free stay for one day at a good resort for its clients within a month. The promotion strategy or approach suggested by the Marketing Manager is :</p> <p>a) Above the line</p> <p>b) Below the line</p> <p>c) Through the line</p> <p>d) None of the above</p>	
Ans		
102	<p>Ariha loves eating good food and for that she generally visits famous restaurants. She is very fond of Kheer and after eating food she requests for Kheer as a dessert. Quite frequently she discovered that Kheer was not available in many restaurants. So she decided to make instant Kheer-mix in various flavours like Mango, Kesar-Elaichi, Malai Rabri etc. and started selling these in the neighbourhood. The Kheer-mixes became popular in the neighbourhood, as they were easy to make and had a good taste. Now one of her friends suggested that she should consider selling the Kheer-mixes to the retailers and also to the restaurants directly. To achieve this she had to keep a distinctive name to distinguish her Kheer-mixes from that of the competitors, if any.</p> <p>A) Identify and explain the component of product mix discussed in the above case.</p> <p>B) Also identify and explain the term through which the name given by her to the product can get legal protection.</p>	2
Ans		

103	<p>Aircon Ltd.' manufactures and sells desert coolers with various unique features. There is no competitor of Aircon Ltd.' in the market. So they decided to sell these at a high price. In spite of having unique features its sale was not picking up. They tried to find out the reason for this. After market research they found that to raise their market-share, they have to revise their pricing method. The company decides to adopt a pricing method based on manufacturing estimates which should cover the cost of producing the coolers plus a reasonable profit.</p> <p>(a) Identify the pricing method 'Aircon Ltd.' decides to adopt. (b) State one advantage and one disadvantage of this pricing method.</p>	3
Ans		
104	<p>'GRX Ltd.' has marked its presence for its 'Apple Cider Vinegar on different social media platforms like Facebook, Instagram etc. by demonstrating features and benefits not available with the competitors' products without mentioning their names.</p> <p>(a) Identify the type of sales strategy adopted by 'GRX Ltd.' (b) Name and state the other type of sales strategy available with the businesses. (c) List any two points of consideration required for creating an effective sales strategy.</p>	3
Ans		
105	<p>What is meant by 'advertising? State the any four rules to be considered while planning any advertising activity and the any four responses for developing effective advertising.</p>	5
Ans		
