



CLASS XI
MARKETING: INTRODUCTION TO MARKETING

1. Customer value is the difference of total customer benefit and
 - (a) Total customer experience
 - (b) Total customer cost
 - (c) Warranty
 - (d) None of the above
2. The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.
 - (a) Production
 - (b) Selling
 - (c) Marketing
 - (d) Holistic marketing
3. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):
 - (a) Idea
 - (b) Demand
 - (c) Product
 - (d) Service
4. The _____ holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being.
 - (a) Customer-centered business
 - (b) Focused business model
 - (c) Ethically responsible marketing
 - (d) Societal marketing
5. A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?
 - (a) Selling
 - (b) Advertising
 - (c) Barter
 - (d) Marketing
6. Define Marketing.
7. _____ starts before production of goods but continues after selling of products.
8. Mention any 2 importance of marketing to the society.

9. State the meaning of societal marketing.
10. Describe any two objectives of marketing.
11. Narrate the meaning of customer satisfaction.
12. What is the difference between a need and a want?
13. Explain the scope of marketing in the areas of (i) experience and (ii) information.
14. Narrate the meaning of customer value.
15. “If the company targets more of customer’s needs, they will come back again and again and even bring along other customers”. In the light of this statement discuss the importance of marketing to customers.
16. Explain any 3 importance of marketing to marketers.
17. Briefly discuss any three objectives of marketing for a company.
18. Explain the following scope of marketing:
(a) People (b) Organisations (c) Property
19. Distinguish between need, want and demand.
20. The objectives of marketing must fit in with the overall business objectives for the formulation of proper business strategy”. Explain the objectives of marketing to a company.
21. Differentiate between customer value and customer satisfaction. State the equation used to determine the level of customer value and customer satisfaction.
22. “The scope of marketing has increased and one can also market people, ideas, experience, events, places etc.” Discuss the scope of marketing.
23. Explain any five points of differences between marketing concept and selling concept.
24. Explain four marketing concepts or philosophies.
25. “The aim of marketing is to make selling superfluous”. Explain any five points of differences between marketing concept and selling concept.
26. What does the term marketing mean? Briefly explain the objectives of marketing.
27. Compare and analyse the various marketing concepts on the basis of philosophy, objective and method.
28. Explain the following terms:
(a) Market (b) Need (c) Want (d) Demand (e) Product
29. Discuss the objectives of marketing to a company.

ANSWER

1. b
2. b
3. c
4. d
5. d

6. As per Philip Kotler, Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

7. Marketing

8. **1. Source of Employment:** Marketing offers a great range of wide and exciting career opportunities. Marketing offers employment in the field of personal selling, packaging, and advertising, marketing research, consultancy, distribution and channel sales.

2. Welfare of Customers and Stakeholders: Though profit maximisation is main motive of every business but many marketers have taken up corporate social responsibility in order to give back to society.

9. Societal Marketing can be defined as a marketing function in which the organizations identify the needs and wants of the target market and then align the marketing activities of an organization in such a manner that their marketing efforts are socially responsible and thereby help the organization in gaining the trust of the society by having an image of a socially responsible organization, but still remaining profitable.

10. **1. Creation of Demand:** The marketing management's first objective is to create demand through various means. A conscious attempt is made to find out the preferences and tastes of the consumers by the company. Demand for the products and services are created by informing the customers their utility. According to the products and services are produced to satisfy the needs of the customers.

2. Customer Satisfaction: The first and foremost marketing manager must study the demands of customers before offering any product or services. Marketing begins and ends with the customer. Satisfaction of the customers is outcome of understanding of needs and meeting them successfully.

11. Customer satisfaction is the measure of success of an organization. A Customer is said to be satisfied if their **expectations match with the actual performance of the product.** Customer satisfaction is **the match between customer expectations of the product and the product's actual performance.**

12. Need: Needs are the state of being deprived of something.

Want : Wants are the form taken by human needs as they are shaped by **culture and individual personality.** These are essentially dependent upon needs.

13. **Experience:** Marketers can create stage and market experiences to the customers. For example Water Park, and theme parks provide experience marketing. Another different real life experience is been enjoyed by customers at modern retail outlets.

Information

Information is basically produced and marketed and distributed by universities, schools, colleges, newspapers, magazines, books etc to the customers at a price. The customers here might be parents, students and communities.

14. Customer value is difference between the values benefits the customer gains from owning a product and cost of obtaining the product. The cost of product is not limited to price but also time and energy spent shopping. Customer value can be shown as an equation as below:

$$\text{Customer Value} = \text{Total Customer Benefits} - \text{Total Customer Costs}$$

15. Importance to Customers

1. Marketing creates Utilities: Marketing creates different types of utilities, form utility – from a plumber to furniture, place utility- product moving from the factory to the customer, time utility- product available when needed, information utility- ingredients of the product and even how to use the product, and possession utility- transfer of ownership from retailer to customer.

2. Large number of choices available: Marketers create needs and wants and try to satisfy that through offering variety of product choices. If one wants soap, there are n numbers of brands available. For example Lux, Pears, Rexona, Dove are range of soaps offered by HUL.

3. More platforms available: With the advent of technology, the marketers are offering customers both offline and online platforms to purchase. Now marketers are serving more number of customers through different ways, reminders of sales comes through sms, e-mail,

16. Importance to the Marketers

1. Marketing Promotes Product Awareness to the Public

The primary task of marketing is to get the product or service recognized by the market. It is important that public awareness of product and company information is spread to the buying public, this is possible if heavy advertising, sales promotion, personal selling, direct marketing is done for creating awareness. There is no fixed rule for all but obviously the use of a particular technique depends upon the nature of product, market and the financial conditions of the company.

2. Marketing Helps In Enhancing Product Sales

Apart from public awareness about a company's products and services, marketing helps boost sales and revenue growth. Once the public learns the your product through TV advertisements, radio commercials, newspaper ads, online ads etc, it will generate sales. More the people know a product or a service; more interested they would be in buying the products.

3. Marketing Builds Company Reputation

Marketers continuously aim to create an image of the company in general public eyes. They tend to create brand name recognition. This is done so that consumers can easily associate the brand name with the images, logo, or caption that they hear and see in the advertisements.

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2. **Customer Satisfaction:** The first and foremost marketing manager must study the demands of customers before offering any product or services. Marketing begins and ends with the customer. Satisfaction of the customers is outcome of understanding of needs and meeting them successfully.

3. **Market Share:** Every business aims at increasing its market share. It is the ratio of its sales to the total sales in the economy. For instance, both Pepsi and Coke compete with each other to increase their market share. For this, they have adopted innovative strategies. These strategies can be adopted in marketing, advertising, sales promotion activities and even through innovative packaging, etc.

4. **Generation of Profits:** The marketing department is the only department which generates revenue for the business. Sufficient profits must be earned as a result of sale of want-satisfying products. If the firm is not earning

profits, it will not be able to survive in the market. Moreover, profits are also needed for the growth and diversification of the firm.

18. People

Marketing can help people to market themselves. Politicians are the most suitable and common example of people marketing. Politicians market themselves to the customers (voters) by promising them certain bundle of benefits. Cricketers, film stars, authors, painters, musicians and sportsperson market themselves. Some of the well-known personalities are Amitabh Bachchan, Sachin Tendulkar, Salman Khan etc.

Organisation

Organizations market themselves to create and boost their image in customers mind. They try to create a unique and favourable image in the eyes of customers that can give organizations an edge over others in the market place. 'Tata group' comprising of multiple brands, stands for trust and quality globally. Philips promises its customers products which are technologically advance and hassle free.

Property

Properties, whether tangible like real estate or intangibles like stocks can be marketed to the customers. Properties are bought and sold and this exchange process seeks the role of marketing. Real estate developers (DLF, Unitech, and Supertech) develop property and seek buyers for the same. Same is the case with any investment company that wishes to sell its securities to individuals as well as institutions.

19. **Need:** Needs are the state of being deprived of something.

Want : Wants are the form taken by human needs as they are shaped **by culture and individual personality**. These are essentially dependent upon needs.

Demand : Wants backed by **willingness and purchasing power** is known as demand.

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21. Customer Value

It's not only benefit it is rather the bundle of benefits associated with the product in the form of product quality, after-sales services, warranty, repairs costs, free home delivery, user friendliness etc. Customers are smart and they evaluate between benefits they are acquiring and price they are paying for those benefits. Customer value is difference

between the values benefits the customer gains from owning a product and cost of obtaining the product. The cost of product is not limited to price but also time and energy spent shopping. Customer value can be shown as an equation as below:

$$\text{Customer Value} = \text{Total Customer Benefits} - \text{Total Customer Costs}$$

Customer Satisfaction

A Customer is said to be satisfied if their **expectations match with the actual performance of the product**. Customer satisfaction is **the match between customer expectations of the product and the product's actual performance**.

$$\text{Customer Satisfaction} = \text{Experience} - \text{Expectation}$$

22. Scope of Marketing

Goods, Service, Experience, Property etc. (Explain each point

23.

Point of Difference	Marketing Concept	Selling Concept
1. Definition	Marketing is the process of creating value for customer and delivering goods and services for earning profit.	Selling is the process of encouraging customers for increasing sales.
2. Objective	The objective of this concept is to satisfy customer through goods and services.	The objective of selling concept is to increase sales of goods and services.
3. Scope	The scope of marketing concept is wider.	The scope of selling concept is narrow.
4. Emphasis	This concept emphasis on customer needs.	This concept emphasis on products or services.
5. Profit	This concept earns profit through customer satisfaction	This concept earns profit through attractive sales and promotion.
6. Start	This concept starts with actual and potential customers	This concept starts with existing product.
7. Market segmentation	This concept thinks about market segmentation deeply.	This concept never thinks about market concept.
8. Marketing mix	This concept gives equal importance on marketing mix.	This concept gives importance on only promotion.
9. Effectiveness	This concept is applicable in pure competition market.	This concept is useless in pure competition market
10. Price	Consumers determine price.	Cost determines price.

24. Production concept, Product concept, Selling concept, Marketing concept. (Explain each points)

25. Refer to answer off Q. 23.

26. As per Philip Kotler, Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Objectives of Marketing

Creation of Demand: The marketing management’s first objective is to create demand through various means. A conscious attempt is made to find out the preferences and tastes of the consumers by the company. Demand for the products and services are created by informing the customers their utility. According the products and services are produced to satisfy the needs of the customers.

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4. Generation of Profits: The marketing department is the only department which generates revenue for the business. Sufficient profits must be earned as a result of sale of want-satisfying products. If the firm is not earning profits, it will not be able to survive in the market. Moreover, profits are also needed for the growth and diversification of the firm.

5. Public Image: To build up the public image of a firm over a period is another objective of marketing. Goodwill of company is created over a period of time with regular emphasis on customer satisfaction through continuous improvement in product and services. The marketing department provides quality products to customers at reasonable prices and thus creates its impact on the customers.

27.

Orientation Basis	Production	Product	Selling	Marketing	Societal Marketing
Philosophy	Quality products at lower price	Product with good quality, features and performance.	Products don't sell themselves. Customers need to be convinced to buy.	Satisfied Customers	Consider Social responsibility while marketing
Objective	Minimize cost and maintain volume	Offer Best Quality Product	Maximize Sales	Profit with customer satisfaction	Profit with customer satisfaction and protected social interest
Method	Focus on production and distribution efficiency.	Focus on Product and its features	Aggressive Promotion to sell more	Focus on total marketing mix	Marketing mix changed according to Society's best interest

28. Market : A **market is** a place where two parties, usually buyers and sellers, can gather to facilitate the exchange of goods and services.

Need: Needs are the state of being deprived of something.

Want : Wants are the form taken by human needs as they are shaped **by culture and individual personality**. These are essentially dependent upon needs.

Demand : Wants backed by **willingness and purchasing power** is known as demand.

Product : Anything that is offered for a price to satisfy anyone's need is a product

29. Refer to the answer of 26.