

Subject: Marketing

Topic: Introduction to Marketing

CASE STUDY/ LONG ANSWER QUESTIONS (4 marks)	
1	Geetika scooters are the leading manufacturers of scooters in the industry. They have the first mover advantage in the industry. When they started manufacturing scooters no other company was doing it. They manufacture scooters and the middle class purchases them in a high number. With each passing year the number of scooters sold is increasing. The company’s main concern usually is to produce maximum number of scooters. Company’s profit is governed by the maximum number of scooters they produce. Identify the marketing management philosophy involved in the above cases. Also explain other two marketing philosophies.
2	Aman microwaves produce microwaves but they do not try to understand the needs of the customers. Their main focus is always on the quality of the product but never on customer requirement. They try’ to include as many features as possible in their product. This year they have added a special type of alarm in their product which is a unique feature. The alarm is available in ten varieties. However, the customers say that the product is not of much use to them as it consumes a lot of electricity. Identify and explain the marketing management philosophy involved in the above case. Also state the difference between Product and production philosophies.
2	What are the Objectives of Marketing?
3.	What are the Scope/Area of marketing?
4	Marketing plays an important role to the marketer, customers and society. Explain.
5	Explain the following Marketing philosophies. Production Concept Product Concept Sales Concepts Marketing Concepts Societal Marketing Concepts
6	State the difference between Marketing and Selling Concept.
SHORT ANSWER QUESTIONS (2/3 Marks)	
7	What is meant by the term marketing?
8	What is needs? (basic needs)
9	What are the Importance of Public Image?

10	How marketer converts Profit Generation into Market Share?
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Resource Person: SHEBA MARY JOHN Ref. Book: CBSE Notes	Worksheet : 1
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Name of the Student: _____ Class & Section: ____ XI	Roll No.: _____ Date: _____
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1 MARK Questions	
11	<p>‘Beauty Products Ltd.’ is a natural and ethical beauty brand famous for offering organic beauty products for men and women. The company uses plant-based materials for its products and is the number one beauty brand in the country. It not only satisfies its customers but also believes in the overall protection of the planet.</p> <p>Identify the Marketing Management Philosophy being followed by ‘Beauty Product Ltd.’</p>
12	Main focus of which marketing management philosophy is customer needs and society’s well-being?
13	<p>The Product Concept focus on the following:</p> <ul style="list-style-type: none"> a) Quantity of a product produced b) Quality and performance of a product produced c) Place where the product is produced d) Company which produced the product
14	<p>Which of the following statement is true regarding marketing?</p> <ul style="list-style-type: none"> a) It is a process whereby people exchange goods and services for money b) It has been referred to as performance of business activities that direct the flow of goods and services from producers to consumers. c) It includes many activities that are performed even before goods are actually produced and continue even after the goods have been sold. d) All the above.
15	<p>Sona Ltd. is manufacturing lunch boxed for office going people. To maximize profit, the company decided to improve the quality and added an electronic warmer in the lunch boxes. This improvement in the product increased their sales. Which marketing Philosophy is involved in this?</p> <ul style="list-style-type: none"> a) Product concept b) Production concept c) Marketing concept d) Societal marketing concept
16	<p>XYZ Ltd. is manufacturing a new type of helicopter for elite people. The helicopters manufactured are patent products of the company it is a unique product and no other company has made this type of helicopters yet. Thus the company sells only on the basis of advance booking by the buyers. There has been excess demand since the company has launched the product. The company is in no need to market its product. It just has to see that it can make the helicopter available to people who buy it. ----- marketing management philosophy is involved in the above case</p> <ul style="list-style-type: none"> a) product b) production c) marketing d) societal marketing
17	<p>Which marketing management philosophy users selling and promotional efforts as mean to achieve its main focus of selling existing products</p> <ul style="list-style-type: none"> a) Product concept b) Production concept c) Selling concept marketing concept

18	Which concept of marketing emphasis on availability and affordability of the product? a) Marketing concept b) Product concept c) Sales concept d) Production concept
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