

UNIT 3- ENTERPRISE MARKETING

OBJECTIVE TYPE QUESTIONS/MULTIPLE CHOICE QUESTIONS (1 MARK)

1. It that part of a brand which can be vocalized i.e. can be spoken. Like, Mercedes, Woodland, Asian Paints.

- A. Logo
- B. brand
- C. Trademark
- D. Tagline

2. According to Philip Kotler, "A _____ is the mixture of controllable marketing variables that the firm uses to pursue the sought level of sales in the target market."

A. Market. B. Market Strategy C. Marketing Mix. D. Marketing environment.

3.



Identify the advertising media shown in the above image.

- A. Outdoor
- B. Ambient
- C. Point of sale
- D. Window Display

4. An organization with several products lines has which one of the following mix that consists of all the product lines and items which a particular seller offer for sale?

- A. Product mix
- B. Brand mix
- C. Consumer mix
- D. Packaging mix

5. The components of Product mix are: Branding, Labeling and _____. A. Place. B. Price C. Logo D. Packaging.

6. _____ buy products and _____ use product.

- A. Consumer & customer

- B. Customers & consumer
- C. Buyers & sellers
- D. . Buyers & customers

7.



Identify the promotion strategy shown in the image above.

- A. Above-the line
- B. Below -the-line
- C. Through-the-line
- D. None of these

8.Fill in the blank:

_____ is the core benefit a product offers to the customer. For example: a refrigerator offers storing, preserving and cooling food or similar items.

9.It is an identifying symbol for a product or business. It can be any distinctive design, mark, sign which stands associated with the entrepreneur's offering. A. Logo B.Tagline C.Slogan D.None of these.

10. "How are you telling consumers in your target group about your product". This question belongs to which marketing concept?

- A. Place
- B. Price
- C. Product
- D. Promotion.

11.A consumer contest is an example of _____.

- A. Advertising
- B. Indirect selling
- C. Personal selling
- D. Sales promotion.

12. It gives the creator of original work exclusive rights to it, usually for a limited time. It means apply to a wide range of creative, intellectual or artistic forms or work. For example, musical composition, literary work such as poems, plays etc.

Name the intellectual property defined above.

13.Assertion: There are different strategies for setting the selling price.

Reason: Skimming 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.

- A. Assertion and Reason both are incorrect
- B. Assertion is correct, reason is incorrect
- C. Assertion is incorrect, reason is correct
- D. Assertion and Reason both are correct

14. Assertion: Below the line promotion strategy is used to inform a niche group of customer.

Reason: 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.

- A. Assertion and Reason both are incorrect
- B. Assertion is correct, reason is incorrect
- C. Assertion and reason is correct and is a correct explanation of assertion
- D. Assertion and Reason both are correct but reason is not the correct explanation.

15. Assertion: Above-the-line methods are very specific, memorable activities focused on targeted groups of consumers. They are under the control of the organisation.

Reason: The purpose of these activities has been to develop the brand by creating awareness and building a brand profile.

- A. Assertion and Reason both are incorrect
- B. Assertion is correct, reason is incorrect
- C. Assertion and reason is correct and is a correct explanation of assertion
- D. Assertion and Reason both are correct but reason is not the correct explanation.

16. Which one of the following is not a rule of advertising?

- A. Aim B. Target C. Money D. Competitors

17. It means selling products personally. It involves oral presentation of message in the form of conversation with one or more prospective customers for the purpose of making sales.

- A. Sales Promotion B. Personal Selling C. Publicity D. Public Relation.

18. Which one of the following is not a rule to consider for planning advertising activity?

- A. Aim B. Target C. Supplier D. Media

19. What kind of distribution would you adopt for consumer durable and perishable goods?

CASE BASED/COMPETENCY BASED/ DESCRIPTIVE TYPE QUESTIONS: (2/3/5 Marks)

20. Ayush wants to open a tailoring shop in a colony. Name the suitable pricing method for providing his service. Give reason.

21. Tilak has just started his business of selling designer furniture. Being new to the business community, he approaches you to tell him about how to promote his business. Explain him the elements of the promotion mix.
22. The salesperson are in direct contact with the customers and are able to highlight each and every feature of their own product and the negative aspects of the competitors' product. Which type of sales strategy is being discussed above?
23. Television is a powerful advertising media because it creates impact through sight and sound. Still, it is not accepted by small businesses. Why?
24. Assuming you plan to manufacture detergent powder, how would you assess the size of the market in your locality?
Briefly state the sales promotion strategy you would adopt to sell the product.
25. The Apple iPhone, a smartphone was launched by Apple in January 2007 in North America and when it went on sale it quickly sold out. It launched the sixth generation phone in 2012. The latest is iPhone 6+. Apple has been doing continuous research and development to attain this position, it has invested a lot in R&D. It prices its latest phone quite high.
- (a) Name the pricing policy followed by Apple Inc.
(b) State two demerits of this policy.
26. Name the sales promotion technique used for final buyers.
27. It is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and public.
- (i) Identify the concept stated above.
(ii) Name the tools used for the concept identified in (i)
28. Smiley Ltd. started the manufacturing of herbal toothpaste. They researched that large number of established enterprises were also manufacturing the similar type of products. The company fixed the price of their toothpaste on 'cost plus method' of pricing. After some time, the company realized that they were not getting good response regarding their toothpaste from the customers and the market share of their toothpaste was less than 0.5%. Since their product was new, they decided to change the pricing method so that initially they could get more customers.
- (a) Identify the new pricing method that was adopted by Smiley Ltd.
(b) State any two advantages of the new pricing method identified in (a) above.
29. Mother Dairy, dealing in dairy products and fruits and vegetables, sells various products like milk, cheese, vegetables through its own outlet. It also deals in frozen vegetables and processed fruits like jams and pickles. Its slogan is Happy people, happy food.
- (i) What is the tagline of Mother dairy?
(ii) Explain the type of distribution channel adopted by Mother dairy?
30. The Ultra Ltd. is one of the oldest enterprise ruling in the commercial market. They have always led the market with their variety of products. Being the demand of time, the company is considering changing the prices of a few products. The washing powder offered by the company is very well preferred by the customers and a fixed percentage of profit can be earned but the company

wants to offer the same to the rural areas. As the availability of washing machines may act as a hurdle the strategic alternative adopted by the company is to offer a washing bar. This will help the company to achieve high market rates quickly and can create goodwill among the early adopters segment. This can create more trade by word of mouth. The past two years with the new product of cell phones has been quite fruitful. To launch the new model of handset the company had invested a lot in the R&D. to recover they are planning to target the early adopters in the market.

You being the part of the pricing team state the most appropriate pricing strategies to be followed for the products. Support your decision with favorable reports.

31. Alina has started an herbal toothpaste manufacturing unit. She has decided about the logo, packaging format and labelling of the product. Her friend Sneha asked her whether she has taken care of the legally recognised exclusive rights of other manufacturers in the industry before taking the above stated decisions.

Identify and give the meaning of the concept about which Sneha asked Alina.

32. When a manufacturer selects some channel of distribution he/she should take care of such factors which are related to the quality and nature of the product. Discuss the product related factor in the context of the above statement.