

BUSINESS STUDIES
Marketing Management
Chapter-11

CASE/SOURCE BASED QUESTIONS

SL.NO	Question:
Q.No.1	<p>Sara is very thirsty. She is on a vacation at Jodhpur. Soon she finds a cold drinks shop. She goes and purchases two bottles and drinks them to satisfy her thirst. After drinking the cold drink she realizes that it has been developed after analyzing the preferences of the potential customers. On observing the outer side of the bottle he finds details like contents, flavor, size, price etc.</p> <p>Based on above case answer the following questions:</p> <p>(i). What is Cold Drink and Thirst here in relation to each other?</p> <ul style="list-style-type: none">a. Want & needb. Want & desirec. Need & desired. None of the above <p>(ii). Identify the feature of marketing which has been highlighted here.</p> <ul style="list-style-type: none">a. Creating market offeringb. Customer valuec. Exchange mechanismd. Focuses on the needs & wants <p>(iii). “On observing the outer side of the bottle he finds details like content, flavor, size, price etc”. Name the product related decision taken by the marketer.</p> <ul style="list-style-type: none">a. Brandingb. Packagingc. Labellingd. Brand loyalty <p>(iv). On the basis of above question(I C) which is not a feature of above defined answer:</p> <ul style="list-style-type: none">a. Identify the productb. Promote salec. Helps in grading

	d. Easy introduction of new product						
Q.No.2	<p>As a project, the members of the Green Eco Club thought of setting up a process for recycling waste paper from the club premises; and recycling them into registers and exercise books to be used by the poor or needy students of the society.</p> <p>They approached their president who not only appreciated the idea but also gave his consent for the same. He insisted that they must focus on quality, performance and features of their products. At the same time, production must be pollution-free. The club also decided to donate 50% of the revenue generated from the sales of registers and exercise books to a school for special children.</p> <p>Based on above case answer the following questions:</p> <p>(i). Identify the most appropriate communication tool for promotion of registers and exercise books.</p> <p>a) Sales Promotion b) Advertising c) Personal Selling d) Public Relations</p> <p>(ii). Which of the following factors should be kept in mind while choosing the right name for the exercise books and registers?</p> <p>a) It should be distinctive b) It should be adaptable to packaging or labeling requirements c) It should be short and easy to pronounce d) All of the above</p> <p>(iii). Identify the marketing philosophy discussed in the case.</p> <p>a) Production concept b) Product concept c) Societal marketing concept d) Both (a) and (b)</p> <p>(iv). Choose the correct sequence of options in column II with respect to column I.</p> <table border="1"> <thead> <tr> <th>Column I</th> <th>Column II</th> </tr> </thead> <tbody> <tr> <td>(A) Production</td> <td>(i) Persuading the buyer to purchase</td> </tr> <tr> <td>(B) Product concept</td> <td>(ii) Satisfying customer's needs</td> </tr> </tbody> </table>	Column I	Column II	(A) Production	(i) Persuading the buyer to purchase	(B) Product concept	(ii) Satisfying customer's needs
Column I	Column II						
(A) Production	(i) Persuading the buyer to purchase						
(B) Product concept	(ii) Satisfying customer's needs						

	(C) Selling	(iii) Quality of the product
	(D) Marketing	(iv) Quantity of the product
	<p>a) (i), (ii), (iii), (iv)</p> <p>b) (iv), (iii), (i), (ii)</p> <p>c) (iii), (iv), (i), (ii)</p> <p>d) (i), (ii), (iv), (iii)</p>	
Q.No.3	<p>Read the passage given below and answer the following questions.....</p> <p>SHINE LIMITED as marketing Mixer Grinder which were very popular due to their quality and after sales services provided to the customers. The company was a leading company in the market and earned lots of profits. Due to huge profits the company ignored its after sales services. As a result, relations with the customers got spoiled and the image of the company was damaged in the eyes of the public. Top management became concerned when the profits for the current quarter fell. On analysis it was revealed that ignoring after sales services was its reason. Therefore, the company took all possible measures to protect and promote its image. As a result, the Goodwill of the company improved in the society.</p> <p>(i) Name the communication tool used by the marketer in the above case to improve its image.</p> <p>(A) Public Relation</p> <p>(B) Personal selling</p> <p>(C) Sales promotion</p> <p>(D) Advertising</p> <p>(ii) Due to which pricing Objective of SHINE LIMITED, the company's goodwill damaged</p> <p>(A) Obtaining Market Share Leadership</p> <p>(B) Profit maximisation</p> <p>(C) Surviving in a Competitive Market</p> <p>(D) Attaining Product Quality Leadership</p>	
Q.No.4	<p>Zomato is an Indian food delivery company, founded by Deepanker Goyal and Pankaj Chaddah in 2008. It provides information, menus of restaurants as well as food delivery. It is famous in many cities for food delivery. After doing a diploma in entrepreneurship, Farihad started his own confectionary business. He started doing a lot of hard work and used</p>	

	<p>the recipes taught by his grandmother in various preparations. He also learnt many recipes from online sites and television programmes. He decided to keep the price of the products low initially also informed his customers about the goodness of the items sold by them. However , he didn't mention on the package of each item weather it contained eggs or not. As a result, vegetarian people became hesitant in buying things from his shop as they had to verbally inquire from him about the inclusion of eggs in the preparation of various items.</p> <p>(i) "Zomato is famous in many cities for food delivery". It represents:</p> <ul style="list-style-type: none"> (a) Branding (b) Packaging (c) Transportation (d) Advertising <p>(ii) Name the important aspect related to the marketing of products which has been ignored by Farihad.</p> <ul style="list-style-type: none"> a) Branding b) Packaging c) Labeling d) Product differentiation <p>(iii) Which function is not related to the labeling function?</p> <ul style="list-style-type: none"> (a) Helps in identification of product (b) Enable grading of product (c) Specifies the contents of the product (d) Innovational opportunities <p>(iv) What is the colour of sign which indicate that it is vegetarian food?</p> <ul style="list-style-type: none"> (a) Red (b) Green (c) Yellow (d) Blue
Q.No.5	<p>Sita was a student of Business Studies of class XII. Her father was a farmer who grew different varieties of rice and was well-versed in the various aspects of rice cultivation. He was also selected by the government for a pilot-project on rice cultivation. As a project work in Business Studies, she decided to study the feasibility of marketing good quality rice at a reasonable price. Her father suggested her to use the Internet to gather customers' view and opinions. She found that there was a huge demand for packaged organic rice. She knew that there were no predetermined specifications in case of rice because of which it was difficult to achieve uniformity in the output. To differentiate the product from its competitors, she gave it the name of 'Malabari Organic Rice' and classified it into three different varieties, namely-popular, Classic and supreme, based on the quality and keep in different wrappers She felt that these names would help her in product differentiation.</p> <p>(i) "Her father suggested her to use the Internet to gather customers' views and opinions. "what function of marketing is involved here?</p> <ul style="list-style-type: none"> a) Grading b) Market research c) Packaging d) Selling <p>(ii) What type of feasibility is required for starting a business?</p>

	<ul style="list-style-type: none">a) Finance feasibilityb) Technology feasibilityc) Marketing feasibilityd) All of the above <p>(iii) The function of marketing is discussed in this case study:</p> <ul style="list-style-type: none">I. Gathering & analyzing market informationII. StandardizationIII. GradingIV. Branding & packaging <ul style="list-style-type: none">a) I and IIb) I and IIIc) I, III and IVd) I, II, III and IV <p>(iv) Which element of marketing mix will be helpful for product differentiation to the users according to this case study.</p> <ul style="list-style-type: none">a) Brandingb) Packagingc) Labelingd) Branding and packaging
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ANSWER KEY : Case Study Questions	
Q.No.1	(i) a. Want & need (ii) d. Focuses on the needs & wants (iii) c. Labelling (iv) d. Easy introduction of new product
Q.No.2	(i) d. Public Relations (ii) d. All of the above (iii) c. Societal marketing concept (iv) b. (iv), (iii), (i), (ii)
Q.No.3	(i) (A) Public Relation (ii) (B) Profit maximisation
Q.No.4	(i) (a) Branding (ii) (c) Labeling (iii) (d) Innovational opportunities (iv) (b) Green
Q.No.5	(i) b. Market Research (ii) d. All of the Above (iii) d. I, II, III and IV (iv) d. Branding and packaging