Q1. Who is the marketer?

Q2. What can be marketed?

Q3. What is the market?

Q4. What is the difference between marketing & shopping?

Q5. Define merchandising?

Q6. Is marketing a post production explain?

Q7. Why marketing is called a social process?

Q8. How do needs differ from wants?

Q9. What is market offering?

Q10. How do buyers take buying decisions?

Q11. What are the conditions for exchange to take place?

Q12. The sports club provides sports facilities. Will you call this marketing. Give reasons.


Q14. The role of marketer changes in different situations. How?

   a) He creates demand
   b) He restricts demand
   c) He tries to reduce the demand.

Q15. Difference between marketing and selling?

   OR

Which is the wider term marketing or selling?
Q16. Identify and explain the marketing management philosophy in the given situations.

a) Selling is not at all a problem.
b) Customers buy only after motivation and convincing.
c) Quality of a product is very important.
d) Customer satisfaction is the focal point.
e) Giving importance to social, ethical and ecological aspects of marketing.

Q17. What are the pillars of the modern marketing concepts?

Q18. Why market research is required?

Q19. Why continuous development or service is necessary?

Q20. What does standardization ensure?

Q21. How is grading useful?

Q22. How can the quality of the product assured or judged by its packaging?

Q23. Is packaging and labeling the same thing. Give examples to explain it.

Q24. Why do marketer develops brands?

Q25. What is the purpose of customer support services?

Q26. How does marketing helps:-

a) A firm

b) A Nation

Q27. Name the factors effecting marketing decisions?

Q28. Define marketing mix.
Q29. Give examples of following:

a) Physical Products
b) Extended Products

Q30. What are the three benefits a customer wants from any product.

Q31. Name the physical qualities: Non-Tangible and Psychological Factors with respect to the product decision.

Q32. Identify the type of product, give its features, and decide about its pricing decision, distribution channel and promotion:

a) Medicines
b) Ice-Cream
c) Jewellery
d) Roll-Royes Automobile
e) Stationery
f) Memory Card
g) Electric Bulb
h) Glass
i) Lubricants
j) Nails
k) Packer Pen (Gold plate)
l) Restraunt
m) Insurance Policy
n) Zodiac Tie

Q33. Name the essential characteristics of a good brand.

Q34. Why do we say packaging play a double role in the success of any products.

Q35. Explain the 3 levels of packaging of boroline.

Q36. How is a label useful for a customer and the seller both.

Q37. How does a brand becomes a trade mark.
Q38. Branding adds to the cost but still is preferred by the marketers. Why.

Q39. What is a difference between brand, brand mark and trade mark.

Q40. Mr. X has launched a new brand of cosmetics. Suggest him a suitable pricing strategy. Giving reasons.
   Hint: (The Products are not very high in there quality).

Q41. Define and differentiate selling, accumulation, assorting & allocation.

Q42. Why does a business need to know about the different components of physical distribution.

Q43. Why publicity is the way of promotion is very popular in developing country like India and Thailand.

Q44. What are the main factors determining the inventory levels.

Q45. Why do people oppose advertising?

Q46. Despite its criticism, advertising is very popular way of communication.

Q47. Explain the statement “A sales person should be a better listener than a good speaker”.


Q49. How are salesman useful to customers.

Q50. Why do businessmen prefer using salesman technique sometimes.

Q51. How personal selling plays a productive role in the economic progress of a society.

Q52. Which types of activities are included in sales promotion.

Q53. Define ales promotion.
Q54. Identify the sales promotion act and explains:

a) Sugar – 5 Kg (MRP : Rs. 150)
b) Vatika Shampoo Sachet with Women’s Era Magazine.

Q55. How does publicity different from advertisement?

Q56. How is information disseminated in publicity?

Q57. Why a firm cannot use, publicity to actively promote its products?

Q58. Differentiate between advertising and personal selling?