

## Chapter 11 Marketing

| Sl.No. | Question                                       | K/U/A/S | Marks |
|--------|--|---------|-------|
|        | <b>Part - A</b>                                |         |       |
| 1      | State any one Marketing Philosophy or concept. | K       | 1     |
| 2      | Give an example for the marketing of services. | A       | 1     |
| 3      | Give the meaning of Product?                   | K       | 1     |

|    |  |   |   |
|----|--|---|---|
| 4  | What is Packaging?   | K | 1 |
| 5  | What is Labelling?   | K | 1 |
| 6  | State any one feature of convenience goods.                                    | K | 1 |
| 7  | What is a Brand?   | K | 1 |
| 8  | Name any one Distribution Channel.   | U | 1 |
| 9  | What do you mean by Zero Level distribution channel?                           | U | 1 |
| 10 | What is Publicity?   | K | 1 |
|    | <b>Part - B</b>  |   |   |
| 11 | What is Marketing?   | K | 2 |
| 12 | Define Marketing.  | U | 2 |
| 13 | Define Marketing Management.   | U | 2 |
| 14 | State any two features of Marketing.   | K | 2 |
| 15 | State any two examples for the things that can be marketed other than product? | A | 2 |
| 16 | What is Standardization?   | K | 2 |
| 17 | What is Grading of products?   | K | 2 |
| 18 | How do you describe Marketing Mix?   | U | 2 |
| 19 | What do you mean by Consumer Goods?  | K | 2 |
| 20 | Give two examples for Convenience goods.                                       | A | 2 |
| 21 | Name any two examples for Durable Products.                                    | A | 2 |
| 22 | How do you describe Shopping Products?   | U | 2 |
| 23 | State any two functions of packaging.  | U | 2 |
| 24 | State any two objectives of Pricing.   | U | 2 |
| 25 | State any two distinguishing features of advertising.                          | K | 2 |
| 26 | What is Personal Selling?  | K | 2 |
|    | <b>Part - C</b>  |   |   |
| 27 | Discuss briefly any four differences between Selling and Marketing.            | A | 4 |
| 28 | Explain the elements of Marketing Mix.   | U | 4 |
| 29 | State any four features of speciality products.                                | K | 4 |
| 30 | Briefly explain any four characteristics of industrial products.               | U | 4 |
| 31 | State any four considerations to be kept in mind while choosing a brand name.  | U | 4 |
| 32 | How does packaging acquire significance in the marketing of goods?             | U | 4 |

|    |   |   |   |
|----|---|---|---|
| 33 | Explain any four functions performed by a label.  | U | 4 |
| 34 | Explain briefly any four objections against advertising.                                | U | 4 |
| 35 | Explain any four functions performed by public relations department of an organisation. | U | 4 |
|    | <b>Part - D</b>   |   |   |
| 36 | Explain any eight functions of Marketing.   | K | 8 |
| 37 | What is Branding? Explain briefly its advantages to marketers and customers.            | U | 8 |
| 38 | What is Pricing? Explain the factors affecting price determination.                     | U | 8 |
| 39 | Explain the advantages and limitations of advertising.                                  | A | 8 |
| 40 | State any eight differences between Advertising and Personal selling.                   | A | 8 |