

OPEN STUDENT FOUNDATION
Std-12 Business Administration
Day - 10

Chapters : 10

Date : 24/02/24

Section A

- Choose correct answer from the given options. [Each carries 1 Mark] [7]
1. What is the most popular, important and accepted tool of promotion? (March-2018)
(A) Market Division (B) Sales (C) Advertising (D) Price
 2. Who is at centre to the market concept? (July-2018, March-2019, July-2019, May-2021, March-2022)
(A) Customer (B) Product (C) Production (D) Profit
 3. What is market mix in marketing management? (March-2020)
(A) Product, Production, Distribution and Price (B) Product, Transport, Market and Price
(C) Product, Competitors, Government and Others (D) Product, Price, Growth and Distribution
 4. What is done by promotion? (Aug- 2020)
(A) Price is to be increased. (B) Sales are to be increased.
(C) Production is to be increased. (D) Appearance – Colour is to be modified.
 5. Which of the following is the function of market management? (May-2021)
(A) Making goods usable (B) Storing goods
(C) Market segmentation (D) Selling
 6. What is the main objective of branding? (March-2022)
(A) To make the product more sustainable
(B) To make the product as per the law
(C) To advertise the product
(D) To make one's product different from the competitor's product
 7. How many levels of distribution system are created when the manufacturer sells directly to the consumer? (July-2022, March-2023)
(A) One (B) Two (C) Three (D) Zero

Section B

- Write the answer of the following questions. [Each carries 2 Marks] [8]
8. What is marketing mix? What does it include? (Aug-2020, March-2022, July-2022)
 9. Why are goods stored? (July-2019, May-2021, March -2022, March -2023)
 10. State any two characteristics of branding. (March -2023)
 11. List out the functions of labelling, (March-2018, July-2018, March-2019, May-2021, March-2022, July-2022)

Section C

- Write the answer of the following questions. [Each carries 3 Marks] [12]
12. Explain the difference between selling and marketing.
 13. Explain the role of public relation.
 14. Explain the selling concept in marketing management.
 15. Mention the characteristics of a 'good salesman'.

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Section A

- **Choose correct answer from the given options. [Each carries 1 Mark] [7]**
1. **What is the most popular, important and accepted tool of promotion? (March-2018)**
(A) Market Division (B) Sales (C) Advertising (D) Price
- ➡ Ans : (C)
2. **Who is at centre to the market concept? (July-2018, March-2019, July-2019, May-2021, March-2022)**
(A) Customer (B) Product (C) Production (D) Profit
- ➡ Ans : (A)
3. **What is market mix in marketing management? (March-2020)**
(A) Product, Production, Distribution and Price (B) Product, Transport, Market and Price
(C) Product, Competitors, Government and Others (D) Product, Price, Growth and Distribution
- ➡ Ans : (D)
4. **What is done by promotion? (Aug- 2020)**
(A) Price is to be increased. (B) Sales are to be increased.
(C) Production is to be increased. (D) Appearance – Colour is to be modified.
- ➡ Ans : (B)
5. **Which of the following is the function of market management? (May-2021)**
(A) Making goods usable (B) Storing goods
(C) Market segmentation (D) Selling
- ➡ Ans : (A)
6. **What is the main objective of branding? (March-2022)**
(A) To make the product more sustainable
(B) To make the product as per the law
(C) To advertise the product
(D) To make one's product different from the competitor's product
- ➡ Ans : (D)
7. **How many levels of distribution system are created when the manufacturer sells directly to the consumer? (July-2022, March-2023)**
(A) One (B) Two (C) Three (D) Zero
- ➡ Ans : (D)

Section B

- **Write the answer of the following questions. [Each carries 2 Marks] [8]**
8. **What is marketing mix? What does it include? (Aug-2020, March-2022, July-2022)**
- ➡ A set of different policies adopted by manufacturers to introduce their products in the market successfully and to sustain its market is called marketing mix.
- ➡ There are four components of the marketing mix known as 4Ps.
1. Product 2. Price 3. Place 4. Promotion

9. Why are goods stored? (July-2019, May-2021, March -2022, March -2023)

⇒ Goods are stored to maintain the balance between demand and supply of products, to facilitate movement of goods and to maintain adequate supply in the market.

10. State any two characteristics of branding. (March -2023)

⇒ Features:

1. Branding gives consumers a sense of consistency in the quality of that product.
2. An entity's brand generally represents the product's attributes, benefits, uses, personality and culture.

11. List out the functions of labelling, (March-2018, July-2018, March-2019, May-2021, March-2022, July-2022)

⇒ The functions of labelling:

1. The label helps the consumer to identify the product.
2. It gives the complete information of quality and type of product. So a consumer can get all the information about the product.
3. It explains how to use the product.
4. It creates an environment of attraction for product.
5. It helps in advertising and personal selling.
6. A label satisfies policy and legal requirements.

Section C

● Write the answer of the following questions. [Each carries 3 Marks]

[12]

12. Explain the difference between selling and marketing.

⇒

No.	Topics	Marketing	Selling
1)	Meaning	It is the process of getting customer's satisfaction and creating profit by creating needs of goods or services required to customers.	It is the process of exchanging goods or services in lieu of money.
2)	Area of Work Scope	It has a wide scope. It includes knowing the customer's needs, to produce new products, determining cost and after	It has limited scope. It is the process of supplying goods from the seller to customers.
3)	Objective	Profit earning objective by giving satisfaction to customers.	Profit earning objective by selling goods or services.
4)	Parties	It includes parties like suppliers of products, selling intermediaries and	It includes parties like buyers and sellers.
5)	Beginning and End	It starts from the research and continues till the after selling services.	Selling starts after production and ends after sales of goods and services.
6)	Need for Capital	Capital requirement is more as to do the functions like storing goods, its classification, labelling, transporting	Capital requirement is less because of limited functional areas.
7)	Direction of efforts	Efforts are made to reach customers by producing products as per their needs.	Efforts are made to get customers to use any of the products.
8)	Time period	Marketing process is the long-term special activity	Selling is a short-term daily activity.

13. Explain the role of public relation.

- **1. Good relation with Newspaper:**
 - ⇒ The good relationship of the business unit is required with the newspapers to make good reputation. The good relations with newspapers enable business units to aware society with their products.
 - 2. Arranged public Awareness programme:**
 - ⇒ When new product is produced or introduced in the market, advertisement has been given and public awareness program has been presented. In a such a way, product information has been given to the society, officially.
 - 3. Circulating news letter of company.**
 - ⇒ A business unit can present news of a unit, successes of employees, success of a unit, and prizes and/or rewards to the public by the newspapers or by their own magazine. By doing so, the business unit can build their reputation.
 - 4. Publishing the speech of director of the company.**
 - ⇒ If the speech of the chairman of a business unit is presented on mass media, the other stakeholders can get the idea about the future policies of the company. Thus, social relations of the business unit can become better.
 - 5. Planning social or cultural programmes.**
 - ⇒ A business unit can convey people about their social responsibilities by participating in social and cultural programs. Such practices also help the business unit to build their reputation in the society.
 - 6. Maintaining public places.**
 - ⇒ A business unit can build reputation through public interest functions like maintaining gardens, repairing, building footpaths, health camps, plantation, water-supply, by solving questions of towns/cities.
- 14. Explain the selling concept in marketing management.**
- **1. Selling concept is known as a selling-oriented concept.** In this concept, emphasis is given to the selling process. Directly or indirectly, customers are requested to attract and buy the products.
 - 2. Units follow aggressive selling methods to increase sales.** In addition, effective selling campaigns, personal selling, tools of sell growth are used.
 - 3. As per this concept, sellers made efforts to increase demands of goods.**
 - 4. The need of customers is not considered in this concept.** Here, all the efforts are made to convert goods into cash. Customer dissatisfaction is ignored in this concept.
- 15. Mention the characteristics of a 'good salesman'.**
- Every product needs individual selling. Sales people are always looking for potential customers. The conversation during the product demonstration and the information about the product turns a potential customer into an actual customer. Through personal selling, the salesperson gets to know the fashion, habits, attitudes, preferences, etc. of the customers. This information becomes very essential for the market manager. Characteristics of a good salesperson are as follows:
 - 1. Salesmen should be smart/clever in appearance, talkative and healthy.**
 - 2. A salesman should be skilled in communication, tactful and skilful.**
 - 3. The most important thing in a salesperson should be his communication skills with potential customers, new product presentation style and customer persuasion skills.**
 - 4. The seller shall have all the technical information about the product which he presents to the prospective customers.**
 - 5. Honesty may be said to be a necessary quality for a salesman, a salesman should be honest and of good character. Should be serious and regular towards his work.**
 - 6. The seller appears as a representative of his business unit. Hence he should be modest. It is only on the**

basis of the seller's behaviour that an impression is made about his business unit.

7. An ideal salesperson should be persistently enthusiastic, disciplined and ambitious.