



**HOLIDAY HOMEWORK
CLASS XII CBSE**

**SUMMER BREAK 2018-19
SUBJECT : BUSINESS STUDIES**

CHAPTER 11 : MARKETING MANAGEMENT

- Q1.** A company uses some promotional schemes like 'buy one, get one free', free samples, free gifts and so on to boost the sales of its products and earn higher profits. This results in unnecessary hike in the prices of the products. In your opinion, is this policy in the interest of society? **1**
- Q2.** Which function of marketing requires gathering & analysis of marketing information? **1**
- Q3.** Name the social process by which individuals and groups obtain what they need and want through creating offers. **1**
- Q4.** Which marketing function is concerned with informing the customer about the product? **1**
- Q5.** Which marketing function is involved in physical movement of goods from one place to another? **1**
- Q6.** How does packaging act as a silent salesman? **1**
- Q7.** Before buying a thing a customer analyses its cost and the satisfaction that he is to get from it. He will buy the thing only when he feels that its satisfaction will be more than its cost. Seller is to make the thing while keeping in mind this tendency of the buyer. A seller, who does not pay heed to the importance that the buyer gives to the product, certainly lags behind in competition. Which feature of marketing has been highlighted in the above paragraph? **1**
- Q8.** State the advantage of registering 'trade mark'. **1**
- Q9.** A company makes false claims about getting power and energy from drinking soft drink. What values are lacking in the company? **1**
- Q10.** Sanjay is a salesman at Croma Store, an electronic goods initiative. He has been awarded 'Employee of the year'. What qualities do you think he must have to receive the award? **1**
- Q11.** 'An important task in the marketing of goods relates to designing the label as it provides useful and detailed information about the products". In the light of this statement, draw a label for "Tea" and highlight the important information to be provided on it. **3**
- Q12.** Which function of packaging is emphasized in case of Cadbury chocolates by using purple packaging on all its chocolates? What according to you are advantages of such packaging? **3**
- Q13.** Anandi, a budding entrepreneur wishes to operate a business of Flowers. Since they are perishable in nature, she plans to open a flower shop so that she can directly sell them to the customers. Being a small venture, the number of consumers is also less. So she decides that the direct channel of distribution is better. Her friend, Rajeev is a manufacturer of gift items. He is confused regarding the level of channel he should follow. Can you guide him regarding the problem? Give points for support of yours answer **3**

- Q14.** As a project work in Business Studies subject, the Commerce students of “Knowledge School” thought of setting up a recycling plant to recycle all the waste papers from the school and prepare registers and exercise books to be used by the school students. They approached their Principal who not only appreciated the idea of the students but also gave them consent for the same. The school also decided to donate 50% of the revenue generated from the sale of registers and exercise books to a nearby blind school. **5**
- (a) State the product related decisions which the children have to take.
- (b) Suggest any two factors the children should keep in mind while choosing the right name for their exercise books and registers.
- (c) Identify any two values communicated to the society by this project of ‘Knowledge School’
- Q15** ‘Various tools of communication are used by the marketers to promote their products.’ **6**
- (a) Why do companies use all tools at the same time?
- (b) Name and explain the most commonly used non-personal tool of promotion which is paid for by the marketer.
- (c) Which tool of promotion will primarily be used for the following?
- (i) To promote or protect a company’s image or its individual products.
- (ii) An existing product meant for mass usage by literate people.
- (iii) To introduce a new product to a particular class of people through door-to-door visits.
- (iv) To attract attention of the people by using incentives.
- Q16** Innovators Ltd. is business from manufacturing water purifier. It has already been manufacturing water purifiers since last 10 years. Now it has come up with a latest innovation in the field of RO purifiers which will avoid wastage of water. It knows that there are many competitors in the field as Whirlpool, Aqua guard, Zero B, Kent, Eureka Forbes, LG etc.
- (i) Which value is adopted by the company? **1**
- (ii) Suggest which factors should it keep in mind while fixing the price of purifier (any 3) **3**
- (iii) Which channel of distribution should the company adopt? **1**
- (iv) Which are the most appropriate sales promotion methods for this? **1**
- Q17.** Mr. Akshay is the Sales Manager of Nova Ltd. Since last few months, performance of his department has failed to reach the acceptable level. It is a matter of concern for the General Manager. He is keen to mend this dismal situation at any cost. Mr. Akshay made efforts to find out the causes of this situation. He found that the members of his team lacked training and that giving incentive to the buyers was absolutely necessary. To impart training to his team members he set up a training center and appointed a trainer for this purpose. The trainer imparted them necessary training keeping in mind the actual situation. Besides Mr. Akshay launched a scheme for the customers. Under this scheme, a coupon is to be issued to that consumer who buys goods to a specified date. Later on, draw will be taken by a given date and will be distributed among the winners. **6**
- Q18.** “Physical distribution includes some components for physically moving the goods from manufacturers to the customers”. Explain these components. **6**

CHAPTER-12: CONSUMER PROTECTION

- Q19.** Sonu purchased a medicine from 'Alpha Medical stores' for his wife who had stomach pain. But even after giving the medicine, wife's condition did not improve and she had to be admitted to a nearby hospital for treatment. Doctors on examination found that the medicines given to sonu's wife were spurious. Sonu complained about this to "Alpha Medical Store'. As a result Alfa medical decided to file a complaint against the manufactures in the consumer court. Can Alpha Medical store lodge the complaint? Give reason. **1**
- Q20.** Rama, who was a vegetarian, went to a bakery and bought a vanilla cake. On reaching home. She found that it had non-vegetarian content. Neither the advertisement nor the packaging of the product displayed that the product had non-vegetarian content. Will Raman be able to claim compensation? Which right is violated here? **1**
- Q21.** Mukul purchased a diesel for Rupees 30 lakhs from an Automobile company and found it being defective. Despite many complaints the defect was not rectified. He filed a complaint in the state commission but was not satisfied with the order. Where can be appeal and in how many days. **1**
- Q22.** Soni purchased and used a bleach cream which was expired. She got scars on her face due to this. Give any one relief available to Soni, who suffered scars on her face due to usage of expired bleach cream. **1**
- Q23.** Tanya purchased some household goods from a "General Store' On reaching home, she found that one face cream, (Rs. 250) had not been billed. She became happy that, she got it without paying for. After checking the expiry date and other details, she started using it. Her face burnt due to the use of cream. **3**
- Where should Tanya file the complaint for the cream? Justify.
 - Which values have been violated here?
- Q24.** Smriti purchased a hand blender from an electronic store and got the cash memo of Rs. 1500 which she paid for the blender. Later, she found that the actual price of the blender was Rs. 1200 but the shopkeeper had pasted a sticker of Rs. 1500 on the original price. Can Smriti recover the extra money that she paid? W hat other options are available to her against the shopkeeper? **3**
- Q25.** On the occasion of "Dhan Teras" Mr. Aakash went to market for purchasing **4**
- Utensils. He bought pressure cooker from a shop. The shop was over - crowded on the festival, so he did not obtain the cash - memo for the purchase and did not check its certification. Next day, his wife used the cooker, which bursted and his wife suffered injuries.
- Identify and explain the consumer liabilities which have not been discharged by Mr. Aakash.
 - Mention the values which have been ignored by the seller as well as of Mr. Aakash.