

TEXTBOOK: BUSINESS STUDIES NCERT PART -2

CHAPTER: MARKETING MANAGEMENT

STEP 1: Revision of previous chapter covered.

NAME:

**BUSINESS STUDIES, CLASS-12
REVISION SHEET NO 1
CONSUMER PROTECTION**

Maximum Marks: 10

1.	Name the right of a consumer related in each statement. i) The producer should not use aggressive selling techniques to sell his products. _____ ii) No seller can sell products which are hazardous to life. _____ iii) In case a consumer has suffered a loss he can get monetary compensation for the loss. _____ iv) ICICI bank has published a series of advertisements enlightening the consumers about use of credit cards, and hidden conditions in seeking loans. _____ v) Packet of Haldiram's chips carry a phone number on which a consumer can file a complaint. _____	5
2.	Which responsibility of a consumer has not been fulfilled in the following cases? i) Despite it was written on the cover of the face cream that it should	5

	<p>be used only after a patch test, Rina applied it on her face and developed an allergy.</p> <hr/> <p>ii) Sohil found a worm in a chocolate but did not tell anyone as he thought it is small amount, so there is no point in making a complaint.</p> <hr/> <p>iii) Neha desperately wanted to watch the movie so purchased the tickets from a black marketer.</p> <hr/> <p>iv) Rohit did not take cash memo for his mobile to save the sales tax.</p> <hr/> <p>v) The loose spices purchased by Aditi were adulterated.</p> <hr/>	
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STEP 2: Read the Chapter: Marketing Management from NCERT and underline keywords/value points.

STEP 3: Watch videos through the given link

<ul style="list-style-type: none"> • Marketing management • Philosophies 	https://www.youtube.com/watch?reload=9&v=r6p0_h-H6Wo&feature=youtu.be
<ul style="list-style-type: none"> • Functions of marketing 	https://www.youtube.com/watch?v=UpLHLsaWESQ
<ul style="list-style-type: none"> • Marketing Management 	https://drive.google.com/file/d/1E25IO2x1Wmuo_qKwVwINflz5mQEg_b1k/view?usp=sharing

STEP 4: Revise the chapter through the pdf link provided under the heading 'Marketing Management' above.

STEP 5: Attempt the given assignment.

NAME:

**BUSINESS STUDIES, CLASS-12
PRACTICE SHEET NO 2
MARKETING MANAGEMENT**

M. Marks: 25

1.	Define the term market in modern sense. <hr/> <hr/> <hr/> <hr/> <hr/>	1
2.	What is a need? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	1
3.	Why customer support services is an important marketing function? <hr/> <hr/> <hr/> <hr/> <hr/>	1
4.	The act of storing and assorting products in order to create time utility is _____.	1
5.	What is meant by market offering? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	3

6.	<p data-bbox="263 212 1162 247">What conditions are to be satisfied for any exchange to take place?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	3
7.	<p data-bbox="263 957 1388 1066">Marketing management generally is related to creation of demand. However, in certain situations, the manager has to restrict the demand. Explain with the help of an example.</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	4

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8.	<p>Identify the concept of marketing in the following cases:</p> <ul style="list-style-type: none"> i) Manan, a school bag manufacturer for school students, decided to maximize her profit by producing and distributing at large scale and thereby reducing the average cost of production. _____ ii) Saksham, a school bag manufacturer for school students, decided to improve the product for profit maximization and thus added a water bottle holder to the existing design. _____ iii) Dhruv, a school bag manufacturer for school students, decided to maximize his profits by giving 5% discount and a pouch free on each purchase. _____ iv) Shivam, a school bag manufacturer for school students. He surveyed the market and found that students need padded straps in their bags. He decided to improve the bags to satisfy the students. _____ v) Anuj, a school bag manufacturer for school students. He prohibited use of animal skin to make schoolbags. He used cloth to make bags in order to satisfy his customers. _____ 	5
9.	<p>Radha was a student of Business Studies of class XII. Her father was a farmer who grew different varieties of rice and was well versed about 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 internet to gather customers' views and opinions. She found that there was a huge demand for packaged organic rice. She knew that there was no pre-determined specification in case of rice because of rice of which it would be 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 quality. She felt that these names would help her in product differentiation. Identify the marketing functions and quote the lines with reference to the above paragraph.</p>	6

