



Very Short Answer Type Questions

1. Explain the advantages of branding to marketers of goods and services.

Ans: Branding is an important function performed by a marketer. It has following advantages to the marketers

- (i) Enables marking product differentiation.
- (ii) Helps in advertising and display programmes.
- (iii) Differential pricing.
- (iv) Ease in introduction of new products.

2. List the characteristics of a good brand name.

Ans: Following are the characteristics of a good brand name

- (i) It should be short, easy to pronounce, recognise and remember e.g., Bin, Vim.
- (ii) It should suggest product's qualities e.g., Genteel, Rasna.
- (iii) It should be distinctive e.g., Zodiac.
- (iv) It should be versatile to accomodate new products which are added to the product line e.g., Maggie, Videocon.
- (v) It should be capable of being registered and protected legally.
- (vi) Chosen name should have staying powers e.g., it should not get out of date.

3. What is the societal concept of marketing?

Ans: The societal concept of marketing means an extension of marketing concept. Apart from the consumer satisfaction, it pays attention to the social, ethical and ecological aspects of marketing.

4. List the characteristics of convenience products.

Ans: Following are the characteristics of convenience products

- (i) These goods are purchased at convenient locations with least efforts and time.
- (ii) They have regular and continuous demand.
- (iii) They are purchased in small quantities and per unit price is low.
- (iv) They are mostly branded and have standardised price.
- (v) The competition is high as the supply is greater than the demand.
- (vi) Sales promotion schemes play an important role in the marketing of such products.

5. Enlist the advantages of packaging of a consumer products.

Ans: Importance of Packaging

- (i) Helps in raising the standard of health and sanitation.
- (ii) Helps in self service outlets as consumer can easily decide on his own what to buy.
- (iii) Innovational opportunity e.g., new types of packaging availability have made it easier to market the product.
- (iv) Product Differentiation Packaging is one of the very important means creating product differentiation.

6. What are the limitations of a advertising as a promotional tool?

Enlist.

Ans: Following are the limitations of advertising

- (i) Less forceful
- (ii) Lack of feedback
- (iii) Inflexibility

(iv) Low effectiveness

7. List five shopping products purchased by you or your family during the last few months.

Ans:

(i) Curtains

(ii) Shirts

(iii) Cosmetics

(iv) Travelling bags

(v) Hand bags

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