

Chapter 11

Marketing Management

1. Name one of the first companies in the world to actively study the influence of consumer products on the environment.
2. Give two examples of convenience product.
3. Name two shopping products.
4. Name two techniques of sales promotion.
5. What factor changes want into demand?
6. Which goods last long and contribute directly to the making or developing of finished goods?
7. Name the elements which are popularly known as 4 p's Of marketing.
8. Which goods are of unique character and buyer identifies with them?
9. Give some innovative ideas of getting information about the trends/demand pattern in market.
10. Sony Ltd. Introduced a television set with new features in the market at a high price but when the same features used by other electronic companies in their television sets then the prices of Sony Ltd's television sets was reduced by the company. Mention the name of strategy the company is following. Also explain the strategy in short.
11. Distinguish between Selling and Marketing on the basis of following points: (i) Focus (ii) Objective (iii) Supremacy.
12. Explain any three functions of 'packaging'.
13. 'Expenditure on advertising is a social waste.' Do you agree?
Discuss.
14. Name and explain the concept which concentrates on the need of the customers.
15. 'Blindly following the goal of customer satisfaction had led to many social and environmental ills.' Do you agree ? What should be done?
16. 'Product is a bundle of utilities.' Do you agree? Comment.
17. How does branding help in creating product differentiation? Discuss.
18. List the promotional messages given on the package of any three consumer products of your choice and comment how can these promotional messages help in the sale of these products.

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Chapter 12

Consumer Protection

1. Which consumer right gives the business firm freedom to set up their own consumer service and grievance cell?
2. Ahmed wants to buy an iron. As an aware customer how can he be sure about the quality of iron?
3. Mohit filed a case against 'Domestic Cooling Ltd.' in the 'District Forum', but was not satisfied with the orders of the District Forum. Where can he appeal further against the decisions of District Forum?
4. Ram wants to buy ghee. How can he check the quality of product?
5. Amrit filed a case against 'Volvo Ltd.' in the 'State Commission'. But he was not satisfied with the orders of the 'State Commission'. Name the authority to which he can appeal against the decisions of 'State Commission'.
6. Can a consumer file complaint in consumer court without having cash memo?
7. Name any two consumer rights.
8. List any three consumer organizations in India.
9. Who is a consumer?
10. Why is consumer protection required in India?
11. Suggest any three remedies or reliefs available to consumer on his complaints.
12. Can a consumer appeal against the judgement of National Commission? If yes, than where?
13. Who can file a complaint in consumer court?
14. Explain the following as ways and means of consumer protection: (i) Consumer Awareness (ii) Government.
15. Rita wants to buy a packet of juice. As an aware customer how can she be sure about the quality of juice she plans to buy?
16. When or under what circumstances the complaints can be filed?
17. Name two consumer rights defined by UNO.
18. Rajiv, a vegetarian was traveling in Rajdhani Express was served food and later he found out that it had a non-vegetarian content. His sentiments were hurt. Will Rajiv be able to claim compensation, which right of the consumer is violated?

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STAFFING

1. Name the most common method of recruitment of employees. [1]
2. State the meaning of Staffing. Why is staffing a continuous process in an existing enterprise. [3]
3. Name any two methods of recruitment suitable to recruit technical, professional and managerial personnel. Why does an organization have to tap external sources of recruitment for various positions. [3]
4. What kinds of tests will primarily be used while selecting these people in an organization? Give reason.
 - i) An interior decorator
 - ii) A computer operator
 - iii) A Public dealing officer
 - iv) A School Teacher [4]
5. State any four reasons how training is beneficial for employees of an organization. [4]
6. Explain in brief the following methods of Training the workers:
 - i) Apprenticeship programme
 - ii) Vestibule Training
 - iii) Job Rotation
 - iv) Internship Training
 - v) Induction Training [5]
7. Which function of management helps in obtaining right people and putting them on the right jobs? Explain any five points of importance of this function. [5]
8. You are the Personnel Manager of Anoop Ltd you want to appoint staff for your company. Explain the selection procedure you should follow for this. [5]
