

Case Study of Marketing

Worksheet 14

Q.1 ITC started its business with Naman Industry. Later on it entered in Hotel Industry, consumer goods industry, stationery etc. ITC assured quality to customer and kept company's name as its identity. This help the customers in product identification and hence ensured quality. It also built up their confidence and help in increasing their level of satisfaction.

- (i) Name the element of marketing mix referred in above para.
- (ii) Name the other elements of marketing mix.
- (iii) Name the concept which assure quality and help in identification of product.
- (iv) Identify the value emphasised by ITC.

Q.2 A tube of toothpaste is always offered in a cardboard box. Name the type of packaging used in this case. Explain all the levels of packaging.

Q.3 Mr. David, working as Sales executive in Mahalaxmi Ltd. possesses good marketing techniques. His techniques involve oral presentation of message in the form of conversation with prospective customers for the purpose of making sales.

- (i) Name the promotional tool used by Mr. David.
- (ii) Identify the values which can be inculcated by using the technique in the above case.

Q.4 Gupta & Co. is manufacturing cosmetics. They decide to launch a new range of herbal products. As they are in a hurry, they have tested the products on rats only. The necessary information is missing on the package. The management also plans to launch a new factory in a tribal area where the required products are easily available and the labour-men, women and children are available for work at low wages in the absence of development opportunities and schools.

- (i) Which values do you find disturbing in the above para?
- (ii) Will the decision to install a new unit in a tribal area help society? Highlight the social values involved in his decision.

Q.5 'Money spent on advertisement is a waste'. Do you agree with this statement? Give reasons for your answers.

Q.6 Innovators Ltd. is a 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 any competitors in the field as whirlpool, Aquaguard, Zero B, Kent, Eureka Forbes, LG, etc.

- (i) Which value is adopted by the company?
- (ii) Suggest which factors should it keep in mind while fixing the prices of purifier.
- (iii) Which channel of distribution should the company adopt?
- (iv) Which is the most appropriate sales promotion method for this.

Q.7 Mr. Rajiv wants to buy LCD T.V. for his family. Now he has come to jagota Electronics, Model town, after coming to shop he get confused. Write the name of promotion tool which has brought him to the shop and promotion tool needed now. Also write the four points of importance of latter tool.

Q.8 Raman, Joginder, John, Iqbal and Shreya are friends. They are operating different business. Each one has his/her own concept regarding operating their business.

Raman believes in producing products at a large scale. Thereby decreasing the average cost of products and selling it at a reasonable price. Joginder focuses on providing best quality products because he believes that a customer always wishes to buy a good quality product. The price of the product is secondary, John is of the belief that most important aspect of business is sales and so he undertakes aggressive selling and promotional efforts.

Iqbal believes that his firm can achieve its goals only by identifying the needs of the customer and satisfying them better than the competitors. Shreya on the other hand feels that her firm has a responsibility towards the society as well. So she provides customer satisfaction along with using techniques which are environmental friendly.

(i) what are the marketing concepts followed by each of them?

(ii) Raman's concept is successful for him because he is into manufacturing and selling iodised salt under the brand 'Healthy salt, this product has a ready market and vast consumer base, also the products is standardised so he can focus on production at a large to cut down the cost per unit. Write any business which can be successfully run by the others using their concepts.

Q.9 A cosmetics manufacturing company claims in their advertisement that their face cream improves the face complexion. On using it was found incorrect. Here which values are being ignored.

Q.10 A manufacturer of electronic product produces such products which need special care while using it. But the company has not given the instructions to consumers. If you are the manager of that company what steps you would take?