

5. Explain the importance of marketing in modern business world. [ISC, 2014]
6. What is packaging? Explain any three functions of packaging. [ISCE, 2001]
7. Explain, the features of marketing concept. [ISCE, 2003]
8. What is branding? Discuss its advantages.
9. Discuss the key functions of modern marketing. Explain how this concept is different from the traditional selling concept. [ISC 2006]
10. Define marketing and examine its key objectives and importance.
11. (a) Define marketing. Explain the facilitating function of marketing
(b) Distinguish between advertising and personal selling [ISC 2009]
12. (a) Explain marketing research as a function of marketing.
(b) Give any three merits and three demerits of advertising in the newspaper [ISC 2011]
13. Explain any four facilitating functions of marketing. [ISC 2012]
14. Explain any four objectives of marketing. [ISC 2012]
15. Write a short note on marketing research. [ISC 2012]

QUESTION BANK

Q. 1. What is marketing?

[ISC, 1995]

OR

Define 'Marketing'.

Ans. According to William Stanton, "marketing is a total system of business activities designed to plan, price, promote and distribute want satisfying goods and services to present and potential customers".

Q. 2. What is modern marketing concept?

Ans. According to the modern marketing concept, marketing is much more than a physical transfer of goods. It is the process of discovering and translating consumer needs into products and services and then helping more and more people to enjoy more of these products and services.

3. What is the traditional selling concept?

Ans. The traditional selling concept is a narrow view of marketing. According to this concept, marketing means the performance of business activities that direct the flow of goods and services from producers to consumers or users. In this view marketing begins after the goods are produced and comes to an end with sale.

Q. 4. Explain the features of modern marketing concept.

Ans. The modern approach to marketing is called marketing concept. Its main features are as follows:

- (i) **Customer-orientation:** All business activities should be oriented towards the recognition and satisfaction of customers' needs and wants.
- (ii) **Integrated approach:** Different elements of marketing should be properly coordinated. Similarly, the activities of various departments of the enterprise should be harmonised into a total system to achieve the common goals.
- (iii) **Marketing research:** In order to understand and satisfy the needs of customers, relevant information should be collected about the markets. An ongoing programme of marketing research is necessary for this purpose.