

## CHAPTER-9

### FINANCIAL MANAGEMENT/BUSINESS FINANCE

- 1 Name the financial decision which will help a businessman in opening a new branch of its business. 1
- 2 Name the financial decision which affects the liquidity as well as profitability of a business. 1
- 3 What do you mean by negative working capital? 1
- 4 What does trading on equity refer to ? 1
- 5 Give the formula for calculating Interest Coverage Ratio (ICR). 1
- 6 "Cost of debt" is lower than the cost of "Equity share capital". Give reason why even then a company cannot work only with the debt. 1
- 7 How is cost of debt one of the factor affecting choice of capital structure ? 1
- 8 Name the concept which increases the return on equity shares with a change in the capital structure of a company. 1
- 9 Favourable financial coverage occurs in what kind of situation ? 1
- 10 Is trading on equity advisable when use of debt reduces the EPS '? 1
- 11 What should a company issue — shares or debentures if it does not want to loose control over the management of the company 1
- 12 State any three advantages of debenture issue as a source of finance. 3
- 13 State the merits and demerits of issuing equity shares for the company. 3
- 14 The directors of Priya Ltd. have decided to expand the business activities by increasing the stock of raw materials and finished goods at an estimated cost of Rs.50 lakhs. As a finance manager of the company, advise the directors about the methods open to the company to raise necessary finance for this purpose. 3
- 15 What is meant by 'capital structure' in financial management '? 3
- 16 State the factors that affect the capital structure of a company 3
- 17 What is meant by 'Capital Structure' ? State any two factors which affect the capital structure of acompany. 5
- 18 'Determination of capital structure of a company is influenced by a number of factors.' Explain any five such factors 5
- 19 Anil is engaged in 'Transport-Business'. Identify the working capital requirements of Anil's stating the reason in support of your answer. Anil also wants to expand and diversify his Transport-Business. Explain any two factors that will affect his fixed capital requirements 6
- 20 A businessman who wants to start a manufacturing concern approaches you to suggest him whether the following manufacturing concerns would require large or small working capital (a) Bread (b) Sugar(c) Coolers (d) Furniture manufacturing against specific orders, and(e) Motor car. Give your view point with reasons in each of the above cases 6
- 21 'Determining the overall cost of capital and the financial risk of the enterprise is affected by many factors.' Explain any five such factors. 3
- 22 How does cost of capital affect the capital structure of a company ? 3
- 23 You are the finance manager of a newly established company. The directors of the company have asked you to plan the capital structure of the company. State any five factors that you should consider while planning the capital structure of the company. 3
- 24 Explain features of ideal capital structure. 3
- 25 How are shareholders likely to gain with a loan component in the capital employed ? Explain with a suitable example. 3

26	Explain the term 'Trading on equity'. Why, when and how it can be used by a business org ?	3
27	What is meant by capital structure What are the factors to be kept in mind while determining the capital structure of a company ?	3
28	The directors of a company, of which you are the finance manager, have to design the capital structure for the company and have asked you about the factors that affect the capital structure of a company. Give your view points with reasons.	3
29	'Determining the relative proportion of various types of funds depends upon various factors.' Explain any five such factors.	3

## **DIVIDEND DECISION**

30	Define dividend.	1
31	Mention any one factor affecting dividend decision	1
32	ABC Cables Ltd. earned a net profit of Q 50 crores. Seema, the finance manager of ABC Cables Ltd. wants to decide how to appropriate these profits. Which financial decision will help her in deciding it?	1
33	How can taxation policy be a factor affecting dividend decision ?	1
34	If companies have easy access to the capital market, what decision regarding paying dividends should be taken ?	1
35	'How much of the profit earned by company is to be distributed to the shareholders and how much of it should be retained in the business for meeting the investment requirements` - Which financial decision considers this?	1
36	When is the dividend decision treated as a residual decision ?	3
37	Explain the factors affecting the dividend decision	3
38	Explain the factors affecting the dividend policy of a company	3
39	You are the finance manager of a company. The board of directors have asked you to decide the dividend policy (i.e how earnings will be divided into two parts-retained earnings and dividends for the company. Explain the factors that you would take in consideration while determining the dividend policy for the company.	3

## **FINANCIAL PLANNING**

40	Enumerate the objective of financial planning.	1
41	Give one importance of financial planning.	1
42	What is meant by financial planning ?	3
43	Explain briefly the steps involved in the process of financial planning	3
44	Discuss the two objectives of financial planning.	3
45	What are the various aspects of financial planning ?	3
46	Explain in brief, three important decisions taken under financial planning.	3
47	State any three factors affecting financial planning.	3

48	Explain the role of financial planning in corporate financial management.	3
49	Explain briefly three limitations of financial planning.	3
50	Explain the objectives of Financial Planning.	3
51	“Financial Planning restricts the discretion and creativity of a financial manager.” Comment.	5
52	Explain ‘financial planning’ and discuss the essentials of a sound financial plan.	5
53	Which process prepares a blue print of an organisation's future preparations relating to finance ? Give any two reasons why this process is needed?	5
54	Name the process which helps in determining the objectives, policies, procedures, programmes and budgets to deal with the financial activities of an enterprise. Explain its three points of importance.	5
55	To avoid the problem of shortage and surplus of funds, what is required in financial management? Name the concept and explain its any three points of importance	5
56	What is financial planning ? Explain in brief, the role of financial planning in the management of finance.	6
57	Sound Financial Planning is essential for the success of any business enterprise.” Explain this statement by giving any six reasons.	6

## **CHAPTER-10**

### **FINANCIAL MARKETS**

1	Define financial market.	1
2	Mention any one function of financial market.	1
3	What do you mean by financial markets?	1
4	Enumerate the two types/segments of financial markets.	1
5	By linking the savers and the investors by mobilising funds between them, which function does financial market perform ?	1
6	If the allocative function is performed well, what are the consequences that will follow ?	1
7	There are two major alternative mechanisms through which allocation of funds can be done. Mention these alternatives.	1
8	Financial markets exist wherever a financial transaction occurs. In what forms financial transactions occur ?	1
9	Financial markets facilitate easy purchase and sale of financial assets. Which function of financial markets is highlighted here ?	1
10	What function does financial market perform ?	3
11	“Financial market plays an important role in the allocation of scarce resources in an economy by performing many important functions.” Explain any four such functions.	3
12	What is meant by ‘Financial Market’? Explain any two functions of Financial Market.	3
13	Explain any four functions of ‘Financial Markets’	5

## **CAPITAL MARKET**

14	Which market is considered as an ideal capital market ?	1
15	Capital Market can be divided into two parts. Mention these parts.	1
16	In what forms a company can raise capital through the primary market?	1
17	List any two methods of floating new issues in the primary market.	1
18	In what time/period are payment and delivery on NSE and OTC completed ?	1
19	It refers to allotment of securities by a company to institutional investors and to some selected individuals .Name it.	1
20	Which market is meant for the purchase and sale of existing securities ?	1
21	In this method of floatation in primary market, securities are not issued directly to the public but are offered for sale through intermediaries like issuing houses or stock brokers. Name this method.	1
22	Which method of floatation involves issuing capital to the public through on-line system of stock exchange ?	1
23	Explain any four methods of floatation of new issue in the Primary Market.	4
24	What is meant by 'Primary Market' ? Explain any two methods of floating new issues in the Primary Market.	4
25	Describe secondary markets.	3
26	When are the market terms 'going public' and 'water the equity' used?	3
27	What is meant by 'Primary Market'? Briefly explain the concept of 'Rights issue for existing companies'.	4
28	Briefly explain the concept of 'preferential issue' and 'private placement' of shares.	5
29	What do you mean by : (a) Initial public offer, (b) Rights Issue and (e) Preferential Issue '2	5
30	What are the possible ways for first time sale of securities by a company ?	5
31	State the three methods through which 'initial-public-offer' can be made.	5
32	Distinguish between 'Primary market' and 'Secondary market' on any four bases.	5
33	Distinguish between 'Primary' and 'Secondary' market on the basis of : (1) Sale of securities (ii) Capital formation (iii) Determination of price (iv) Location	5

## **CAPITAL MARKET AND MONEY MARKET**

34	Give one difference between Capital Market and Money Market.	1
35	Distinguish between Capital Market and money market on the basis of expected returns.	4
36	'Money market instruments are more liquid and safe than capital market instruments.' Comment.P" or Distinguish between capital markets and money markets on any four basis.	4
37	Distinguish between 'Capital Market' and 'Money Market' on the basis of :(i) Participants (ii) Instruments (iii) Duration (iv) Liquidity.	4
38	Distinguish between 'Capital Market' and 'Money Market' on the basis of : (i) Expected return (ii) Safety (m) Instruments (iv) Liquidity	4

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|----|--|---|
| 39 | Distinguish between Capital market and Money market on the basis of (1) Participants (ii) Instruments traded (m) Investment outlay (iv) Safety   | 4 |
| 40 | You are a finance expert. One of your friends comes to you and tells you that the capital market and the money market are one and the same, whereas you differ with him. How would you convince him? Give any four reasons | 4 |
| 41 | Distinguish between 'Capital Market' and 'Money Market' on the following bases: (1) Participants (ii) Instruments traded (m) Duration of securities traded (iv) Expected return (v) Safety                                 | 6 |

**STOCK EXCHANGE, NSEI,**  
**OTCEI-MEANING,**  
**FUNCTIONS/IMPORTANCE, FEATURES, PURPOSE AND**  
**TRADING PROCEDURE**

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|----|--|---|
| 42 | Define share certificate.  | 1 |
| 43 | State any one function of Stock Exchange   | 1 |
| 44 | Mention any one objective of setting up of NSEI.   | 1 |
| 45 | Name the two market segments of NSE.   | 1 |
| 46 | List any two names of those who have promoted OTCEI.   | 1 |
| 47 | Give any one advantage of OTC market.  | 1 |
| 48 | Enumerate two stock exchanges which are one of All India levels  | 1 |
| 49 | How many regional exchanges are there in India? Which is the oldest one?   | 1 |
| 50 | Give names of six stock exchanges in India.  | 1 |
| 51 | What does dematerialisation of securities refer to?  | 1 |
| 52 | Stock exchange gives investors the chance to disinvest and reinvest. Which function of stock exchange is highlighted here?   | 1 |
| 53 | Membership of a stock exchange is well regulated and its dealings are well defined according to the existing legal framework. What does this ensure to investing public?                 | 1 |
| 54 | How does stock exchange contribute to capital formation and economic growth?   | 1 |
| 55 | What are the benefits derived from 'demutualisation' of stock exchanges?   | 1 |
| 56 | Which market segment of NSE provides an efficient and transparent platform for trading in equity, preference, debentures, exchange traded funds as well as retail Government securities? | 1 |
| 57 | Which is the OTC exchange in USA?  | 1 |
| 58 | List major Indian market indices.  | 1 |
| 59 | What do you mean by NASDAQ?  | 1 |
| 60 | Why is SENSEX an important indicator of the Indian stock market?   | 1 |
| 61 | "A stock market index is a barometer of market behaviours". Why?   | 1 |
| 62 | What is meant by stock exchange  | 3 |
| 63 | What is the purpose of OTCEI   | 3 |
| 64 | Briefly explain any three functions/importance of stock exchange.  | 3 |

65	Stock market quotations contribute to better allocation of capital and promoting the habit of saving and investment.' Explain.	3
66	In today's commercial world, the Stock-Exchange performs many vital functions which leads the investors towards positive environment.' Explain how by giving any four reasons.	4
67	What is meant by NSEI ? Briefly explain its features	4
68	Explain the various terms used in relation to stock exchange.	4
69	Give the benefits of OTCEI to Investors and Company.	4
70	'The NSEI and OTCEI are national stock exchanges not regional ones.' Comment.	4
71	Name any two all India level stock exchanges. State any three features common to both.	4
72	Distinguish between NSEI and OTCEI on the following basis: (i) Year of establishment (ii) Paid up capital (iii) Securities traded (iv) Duration of settlement (v) Objective	6
73	What is the basic purpose of SEBI '.7	
74	Enumerate any one objective of setting up of SEBI.	
75	Give one regulatory function of SEBI	
76	State one developmental function of SEBI.	
77	What are the developmental functions of SEBI ?	
78	Which two advisory committees are fomied by SEBI	3
79	'SEBI is the watchdog of the securities market.' Comment. State the role of SEBI in regulating capital market in India.	1

## **DEPOSITORY SERVICES AND DEMAT ACCOUNT**

80	What do you mean by depository services?	1
81	Who is known as depository participant?	1
82	List two depositories listed with SEBI.	1
83	Define beneficial owner	1
84	Who can be an investor?	1
85	Give the meaning of Demat	1
86	What do you mean by Demat accounting?	1
87	Give the meaning of depository participants. Who all can be depository participants subject to the fulfillment of requirements as prescribed by SEBI?	3
88	Describe different types of depository services.	3
89	What are the steps required to open a demat account?	6
90	Explain the benefits of depository services.	6
91	Discuss the benefits of opening a Demat account.	6

# **SECURITIES AND EXCHANGE BOARD OF INDIA(SEBI)- MEANING, OBJECTIVES AND FUNCTIONS**

92	What is the basic purpose of SEBI?	1
93	Enumerate any one objective of setting up SEBI.	1
94	Give one regulatory function of SEBI.	1
95	Give one developmental function of SEBI.	1
96	Enumerate three kinds of functions of SEBI.	1
97	Which two advisory committees are formed by SEBI?	1
98	Promotion of fair practices and code of conduct in securities market is one of the functions of SEBI. Which type of function is it?	1
99	State any one of the protective functions of SEBI.	1
100	Describe SEBI	3
101	Describe price rigging.	3
102	SEBI is the watchdog of securities market. Comment.	3
103	What are the regulatory functions of SEBI?	3
104	What is meant by SEBI? Briefly explain its objectives	4
105	'To promote orderly and healthy growth of securities market and protection of investors, Securities and Exchange Board of India was set up.' With reference to this statement, explain the objective of Securities and Exchange Board of India	4
106	What has SEBI done to protect the interests of investors ?	4
107	"Securities and Exchange Board of India (SEBI) is the watchdog of the securities market." Do you agree? Give four reasons in support of your answer.	4
108	Explain the purpose and role of SEBI. Also explain the purpose behind establishment of SEBI.	4
109	What does the abbreviation 'SEBI' stand for .Explain the term sensex. How many shares are included in the sensex ?	4
110	What do you mean by insider trading ?	4
111	List some examples of the malpractices in capital market which necessitated for government to set up a regulatory body-SEBI.	4

# CHAPTER-11

## MARKETING MANAGEMENT

1	Define market in modern marketing sense.	1
2	List different ways in which the term “Marketing” is being used.	1
3	Marketing includes many activities that are performed even before the goods are actually produced. Mention such activities.	1
4	Define market offering as a feature of marketing.	1
5	Give an example to show that an idea and a place can also be marketed like a product.	1
6	Give two examples of services which can be marketed.	1
7	Enumerate different philosophies by which marketing may be guided.	1
8	What are the items which can be marketed.	1
9	In modern times emphasis is placed on describing marketing as a social process. State this process.	1
10	Can a buyer be treated as the marketeer ? If yes, when ?	1
11	Anybody who takes more active role in the exchange process will be taken as the marketeer. Do you agree ?	1
12	One feature of marketing is customer value. Name one more feature.	1
13	What do you mean by ‘Marketing’?	3
14	How does ‘marketing’ satisfy wants of people ?	3
15	Enumerate the important elements for a marketing exchange to take place.	3
16	Define marginal marketing.	3
17	Give conditions essential for any exchange to take place.	3
18	Distinguish between production concept and product concept as a philosophy of marketing	3
19	What is meant by the ‘product concept of marketing’ ?	3
20	What is meant by production concept of marketing ?	3
21	Selling concept stresses on ‘selling what you have’. Explain.	3
22	What is meant by the ‘selling concept of marketing’ ?	3
23	What is meant by ‘marketing concept’ ?	3
24	‘Blindly following the goal of customer satisfaction has led to many social and environmental ills. ‘ Do you agree?What should be done ?	4
25	Product is a bundle of utilities. Do you agree ?	4
26	‘Product is a mixture of tangible and intangible attributes’. Discuss.	4
27	Mention the pillars of marketing concept.	4
28	Explain the features of marketing.	4
29	Explain the role of marketing in a firm and an economy.	
30	Distinguish between the concepts 'product' and 'production' in Marketing keeping following as the base : (i) Focus (ii) Means (m) Ends	4



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| 31 | Neha a school bag manufacturer decided to improve the product for profit maximisation and thus added a water bottle holder to the existing design.(i) Identify the marketing management philosophy adopted by Neha and(ii) Explain this philosophy on the basis of : (a) Main focus and (b) Means and ends                                 | 6 |
| 32 | Meena, a shoe manufacturer for school students, decided to maximise her profit by producing and distributing at large scale and thereby reducing the average cost of production.(i) Identify the marketing management philosophy adopted by Meena and (ii) Explain this philosophy on the basis of : (a) Main focus and (b) Means and ends | 6 |
| 33 | ‘The present marketing is customer-oriented.’ Explain this statement.  | 5 |

## **NATURE OF MARKETING MANAGEMENT**

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|----|---|---|
| 34 | It has been defined as the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer values of management. Mention the concept defined here. | 1 |
| 35 | First step in the process of marketing management involves choosing a target market. Give an example relating to this step.   | 1 |
| 36 | What is modern concept of marketing management?   | 3 |
| 37 | How does marketing help a firm to build its goodwill in the market?   | 3 |
| 38 | Briefly explain three objectives of marketing management.   | 3 |
| 39 | What does the process of managing the market involve?   | 3 |
| 40 | Explain ‘Marketing Research’, ‘Product Planning’, and ‘ Buying and Assembling’ as functions of marketing.   | 6 |
| 41 | Explain any six functions of marketing.   | 6 |

## **DIFFERENCE BETWEEN MARKETING AND SELLING**

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|----|--|---|
| 42 | Mention one difference between marketing and selling.  | 1 |
| 43 | On the basis of the emphasis, how are marketing and selling different from each other.   | 1 |
| 44 | What is meant by the term selling?   | 3 |
| 45 | Distinguish between ‘Marketing’ and ‘Selling’ on the basis of: (a) meaning (b) Objective(c) scope.   | 3 |
| 46 | The aim of ‘Marketing’ and ‘Selling’ is to maximize profit. Yet they differ in their approach. Differentiate between the two by giving six differences.  | 6 |
| 47 | ‘Bending the customer according to the ‘Product’ and ‘Developing the product according to customer needs’ are two important concepts of marketing management. Identify the concepts and differentiate between the two. | 6 |

## **MARKETING MIX- PRODUCT, PRICE, PLACE AND PROMOTION**

48	Give one function performed by a label on a product	1
49	How can extent of competition in market affect price determination '?	1
50	Give few examples of direct channel (zero level).	1
51	Enumerate the elements of marketing mix.	1
52	What do you mean by product ?	1
53	Which activities are included in promotion of products ?	1
54	Give one characteristic of convenience products.	1
55	List two examples of shopping products.	1
56	Mention one feature of speciality products.	1
57	Give one feature of industrial products.	1
58	In what categories industrial goods" are classified ?	1
59	Give one example each of brand name and brand mark.	1
60	Mention one advantage of branding to customers	1
61	Brand name should be short and easy to pronounce. Give two examples	1
62	Mention one reason why packaging has acquired great significance in marketing of goods and services	1
63	Give one function of packaging.	1
64	List one factor affecting price determination of a product.	1
65	Mention three forms of indirect channels.	1
66	Company characteristic is one of the factor determining choice of channels of distribution. What does it include ?	1
67	What do you mean by trademark ?	1
68	What do you mean by labelling ?	1
69	A tube of toothpaste usually comes in a cardboard box. Which level of packaging does it refer to ?	1
70	List five shopping products purchased by you or your family during the last few months	1
71	Labelling helps in grading of products. Support it with an example.	1
72	It refers to the use of communication with the twin objective of informing potential customers about a product and persuading them to buy it. Name it.	1
73	There are many controllable and uncontrollable factors affecting marketing decisions. What are the uncontrollable factors called ? Give its two examples.	1
74	There can be three types of benefits a customer may seek to satisfy from the purchase of a product. Enumerate these benefits.	1
75	Name the products in which buyers while purchasing devote considerable time to compare the quality, price, style, suitability, etc. at several stores before making final purchase.	1
76	How does labelling provide information required by law ? Give an example.	1
77	It can be defined as the amount of money paid by a buyer in consideration of the purchase of a product or a service. Name it.	1

78	One of the factors affecting price determination is product. Cost assumes that there are three types of cost. Two of these are fixed cost and variable cost respectively. Mention and define the third type of cost.	1
79	What are the people, institutions, merchants, functionaries who take part in the distribution function called as ?	1
80	Maruti Udyog sells its cars and vans through company approved retailers. Which type of indirect channel of distribution is it ?	1
81	What does allocation as a function of distribution channels involve ?	
82	Explain briefly the term 'Promotion Mix'	3
83	Explain briefly the term 'Product Mix'.	3
84	Explain in brief the concept of 'Product' in the context of marketing mix. What is meant by price mix ?	3
85	Define 'place' in context of marketing mix.	3
86	What do you mean by 'marketing mix' ?	3
87	Why is price decision so important in marketing ?	3
88	Briefly explain the benefits of marketing mix.	3
89	Define 'Branding'.	3
90	What is the purpose of brand name ? Define branding.	3
91	What are the functions of packaging ?	3
92	'While developing an offer/product, a marketer can follow the concept of product levels.' Explain. Explain in brief any three functions of 'Labeling'	3
93	Describe the functions of labelling in the marketing of products.	3
94	Explain any three advantages of 'labelling.'	3
95	Give three levels of packaging.	3
96	'A' published a new book on marketing management. How would you determine the price of the book ?	3
97	What is product mix? State the salient features of the product to be considered under product mix.	3
98	Define: (a) product (b) convenience goods (c) shopping goods (d) speciality goods (e) unsought goods.	5
99	Explain the following terms used for nature and character of products- (a) product line (b) mix width (c) line length (d) depth (e) mix consistency.	5
100	Explain how products are classified in detail	5
101	Define brand, brand name, brand mark and trade mark	4
102	Define how branding benefits marketer and customer.	5
103	Explain various branding strategies for a product.	5
104	Explain the following pricing strategies: (a) price skimming and (b) penetration pricing	5
105	Explain different channel levels between producer and customer.	5
106	Define zero level channel or direct channel.	5
107	What is meant by brand name? State any four characteristics of a good brand name.	5
108	Name the element of Marketing Mix in which a set of firms and individuals create possession, place and time utility and help in market offering. Also explain any five important functions performed by this element.	6
109	Explain different factors determining choice of channels of distribution.	5

110	Explain 'Market', 'Product' and 'Company' related factors determining the choice of channels of distribution.	5
111	Explain the major activities involved in physical distribution of goods.	5
112	What does physical distribution mean? Explain four important decision areas in management of physical distribution.	5
113	Explain briefly the components of physical distribution.	5
114	What does promotion mean ? Explain various communication tools for promotion.	5
115	List the functions performed by distribution channels/middlemen.	5
116	Discuss the role of intermediaries in the distribution of consumer non-durable products.	5
117	What are the factors determining inventory levels ?	5
118	List the characteristics of convenience products	5
119	Some products have certain unique features. They attract a significant groups of buyers. Identify the kind of product and list its features.	5
120	What is meant by marketing mix ? Explain different elements (or components) of marketing mix.	6
121	Explain four important elements of marketing mix.	4
122	What is price mix ? Explain briefly the factors to which the marketeers should pay attention before fixingthe price of a product.	6
123	Name that element of marketing mix which affects the revenue and profits of a firm. Explain any five factors which help in determining this element.	6
124	Explain the factors determining choice of channels of distribution of any product.	6
125	Choice of appropriate channel of distribution is a very important marketing decision, which affects the performance of an organisation. Explain any five factors which affect the choice of channel of distribution.	5
126	'Price of a product is influenced by many factors.' Explain any five factors influencing pricing.	5
127	What is meant by Packaging ? Give any five points explaining why packaging is important.	6
128	What is Labelling ? State any five functions of labelling.	6
129	'An important task in the marketing of goods relates to designing the label as it provides useful and detailed information about the product.'In the light of the above statement, draw a label a 'Liquid Soap' and highlight the important information to be provided on it.	6
130	You have been appointed as a Brand Manager of Ford Motors. The Company is to introduce a compact small car in the Indian Market. The name of the car is yet to be decided. You have been asked to chair a Brain Storming Session. Before the suggestions come forward, you have to briefly explain the participants as to what constitutes a good brand name with the help of suitable examples.	6

## **ADVERTISING-MEANING, FEATURES, MERITS AND LIMITATIONS**

131	State the features of advertising.	1
132	It is an impersonal form of communication which is paid for by the marketers to promote some goods or services. Mention this form of communication.	1
133	Advertising is a very economical mode of communication. How ?	1
134	One limitation of advertising is that it is less flexible. Why ?	1
135	State the meaning of advertising.	3
136	State the main features of advertisement.	3
137	Explain weaknesses of advertising as a communication tool.	3
138	What are the merits and limitations of advertising ?	3
139	What are the limitations of advertising as a promotional tool ? Enlist	3
140	Some people do not believe that advertising undermines social values. Give reason	1
141	How does advertisement confuse the buyers ?	1
142	Give one example of an advertisement which is bad in taste.	1
143	State briefly the objectives of advertising.	3
144	Is advertising socially undesirable ? Explain briefly, with examples.	3
145	All advertising is a social waste.' Explain.	3
146	Discuss any five objections to advertising.	5
147	'It pays to advertise.' Do you agree with the statement ? Give reasons.	3
148	'Money spent in advertisement is a waste.' Do you agree with this statement ? Give reasons for your answer.	5
149	Expenditure on advertising is a social waste. Do you agree ? Discuss.	5
150	"Advertising misleads customers and increases the cost of products". Do you agree with this statement ? Give reasons in support of your answer.	5
151	Explain the importance of advertising for manufacturers, consumers and society.	5
152	. 'The money spent on advertising is not wasteful, but an investment.' Do you agree with this statement ? Give reasons in support of your answer	5
153	Advertisement is unnecessary and wasteful.' Do you agree with this statement ? Give reasons in support of your answer.	5

## **PERSONAL SELLING-MEANING, FEATURES, IMPORTANCE, STEPS IN SALES PROCESS AND QUALITIES OF A GOOD SALESMAN**

154	State one importance of personal selling to customers	1
155	List the features of personal selling	1
156	Give one importance of personal selling to the society	1
157	Mention one difference between advertising and personal selling	1

158	In which case- advertising or personal selling, cost per person reached is quite high?	1
159	Personal selling possesses the advantage of flexibility. Why?	1
160	Personal selling minimizes wastage of efforts. How?	1
161	What is 'personal selling'?	3
162	State any three features of personal selling.	3
163	List the merits of personal selling.	3
164	Explain any six qualities of a successful salesman.	3
165	How personal selling is important to (a) Businessmen, (b) Customers and (c) Society ?	6
166	Identify and explain the promotional tool of Marketing-mix which plays a persuasive, service and informative role and thereby links a business firm to its customers. Also explain by giving any four reasons how this tool helps in increasing the sales of businessmen.	6
167	Distinguish between advertising and personal selling on any five bases.	6
168	'Advertising' and 'Personal Selling' both are communication tools used by the marketers to promote their products. Yet they differ in their approach. Differentiate between the two by giving any six differences.	6
169	"Personal selling plays a very important role in the marketing of goods and services." Do you agree '? Explain any four reasons in support of your answer.	6

## **PUBLICITY- MEANING AND METHODS USED**

170	What do you mean by publicity?	
171	Give one example to show publicity benefitted the company to launch its new product successfully.	1
172	Mention two features of publicity.	1
173	Is it true that publicity is a part of the broader communication concept that we call public relations?	1
174	Among advertising, personal selling and publicity, which one involves a much lower cost?	1
175	'Credibility level of publicity is much higher than that of advertising'. Is this statement correct?	1
176	What role does publicity as a technique of promotion play?	1
177	In what ways publicity can benefit the company?	3
178	Explain merits/benefits/advantages of publicity.	3
179	What are the limitations of publicity?	3
180	Distinguish between advertising and publicity.	3

## **PUBLIC RELATIONS-CONCEPT &ROLE AND** **TECHNIQUES USED**

181	Define public relations.	1
182	Mention the purpose of public relations.	1
183	The person who maintains public relations is known as_____.	1
184	State one feature of public relations.	1
185	Enumerate only one role of public relations.	1
186	Define Public Relations . Explain the role played by public relations.	3
187	Explain the benefits of public relations for the business firm.	3
188	Discuss various techniques used for effective public relations.	3