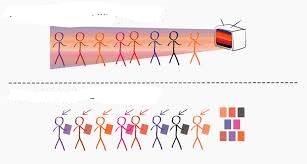
**Unit III - Enterprise Marketing (CBQ)**

1. It is process that can allow an organization to concentrate its resources on the optimal opportunities with the goals of increasing sales and achieving a sustainable competitive advantage. Identify the process.
2. The …………………..refers to the ingredients or the tools on the variables which the marketing mixes in order to interact with a particular market.
3. What is a product?
4. It is the only revenue generating element among the four Ps.
5. It is most commonly associated with a marketing objective of increasing market share or sales volume
6. It refers to the item actually being sold.
7. All the above
8. What is Generic requirement?
9. The "underlying motives" behind "buying" of the product.
10. It is a comprehensive term.
11. It should have the capability to stand out amongst a host of competing names.
12. It is the core benefit a product offers to the customer.



Identify the type of branding highlighted in the above picture .

1. What is logo?
2. It is a small amount of text which serves to clarify a thought and is designed with a dramatic effect.
3. It is to create a memorable dramatic phrase that will sum up the product.
4. It is an important feature or part of branding.
5. None of the above
6. Baselines come in the form of?
7. Possibilities of sales
8. Testimonials
9. Positive sales strategy
10. Statements
11. ………………………..is the display of information about a product on its container, packaging, or the product itself.



Identify the concept and explain ?

1. List out the elements of promotion mix.
2. What is the role of sales person in personal selling?
3. What is sales promotion?
4. List out any two objectives of advertising.
5. Match the following
6. Trade mark i. powerful messages that help communicate an enterprise's goals &mission
7. Brand name ii. It include copyrights, trademark, patents,

Industrial design rights and trade secrets.

1. Tagline iii. Legal term, protecting the seller's exclusive right to use the brand name/mark.
2. Intellectual Property iv. It is like naming a newborn child.
3. a-iii, b-iv, c-i,d-ii
4. a-iv, b-i,c-ii,d-iii
5. a-i,b-ii,c-iii,d-iv
6. a-ii,b-i,c-iv,d-iii
7. Rohan , a budding musician , created a lot of musical notes for his upcoming video. He was extremely thrilled to listen to his compositions. He presented his composition to his friend victor. The release of musical video of Rohan was getting delayed for few months due to shortage of cash. Meanwhile , Victor used most of the musical compositions of Rohan in his video. Rohan was extremely upset to know that his friend had cheated him and used all his work. What could have Rohan done to save his work ? identify

a. Patent b Copyright c Industrial Design d Trade Secret

16. Differences in order size by the customers and difference in the ability of the consumers to pay are examples

of which method of pricing adopted by entrepreneurs.

a Cost-plus pricing

b Variable pricing

c Skimming

d All the above

**UNIT 5 – BUSINESS ARITHMETICS (CBQ)**

1. Deepika is running a Beauty Parlor and had varying number of customer during 5 weeks. This

Information and the average weekly billing amount are in the following table. From the given information

|  |  |  |
| --- | --- | --- |
| Week | No. of customers | Average amount billed (Rs.) |
| 1 | 20 | 115 |
| 2 | 30 | 100 |
| 3 | 10 | 50 |
| 4 | 25 | 160 |
| 5 | 23 | 150 |
| 6 | 23 | 100 |

Calculate Total Billed Amount , Unit of Sale , Unit Price , Unit cost if the cost of goods sold or variable cost is 65% of the sales price , Gross margin – per unit of sales

1. The following of XYZ Company producing three product – Detergent Powder , Detergent Soap Bar ,

and Detergent Liquid.

Detergent Detergent Soap Detergent

Powder Bar Liquid

Sales price per unit Rs. 100 Rs. 80 Rs. 50

Variable Cost per unit Rs. 50 Rs. 40 Rs. 20

The total Fixed Cost of the company are: Rs. 14,000 per month. For the coming month , it expects

the sales of three products in the following ratio .

Detergent Powder 20%

Detergent soap bar 30%

Detergent Liquid 50%

Compute the break- even point of company in units and in rupees for the coming month

1. It represents the number of day’s firms cash remains tied up within the operations of the business. Identify the concept from the above statement.
2. Current Assets
3. Cash Conversion Cycle
4. Net Working Capital
5. Gross Working Capital
6. It is the sum total of all the Current Assets of the business.
7. Net Working Capital
8. Gross Working Capital
9. Working capital
10. Both A and B
11. MM ltd. is a renowned name in manufacturing hand puppets for children. Its two most selling varieties are Alphabets and Domestic animals. The fixed expenses of MM Ltd.in the manufacturing of these two varieties is Rs. 75,000.

Alphabets Domestic Animals

Sales Price/unit (in Rs.) 210 360

Variable cost/ unit (in Rs.) 140 190

Sales mix % 40 60

The weighted contribution for the two products will be

A. Rs.70 B. Rs. 170 C. Rs. 130 D. Rs. 102

1. Moon Pharma Ltd. manufactures face masks and face shield, amidst the COVID 19 pandemic. The total fixed cost of entire operations is Rs. 1,40,000

Face mask (Per pcs) Face shield (per pcs)

Selling price per 30 50 box

Variable cost per box(in Rs.) 20 30

Sales Mix % 60 40

The Break-even quantity for face masks will be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

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