

Ph. No. 01684-240161



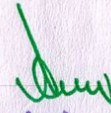
**S D MAHILA MAHAVIDYALYA**  
**NARWANA-126116 ( JIND ) HARYANA**

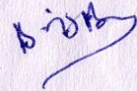
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Dated:- 19.03.2023

**Notice**

बी कॉम प्रथम वर्ष की सभी छात्राओं को सूचित किया जाता है कि 01 अप्रैल 2023 से महाविद्यालय में Marketing and Marketing Concept पर 30 घंटे का सर्टिफिकेट कोर्स करवाया जाएगा और कोर्स के अंत में परीक्षा ली जाएगी और छात्राओं को प्रमाण पत्र दिए जाएंगे।

  
Principal  
S.D. Mahila Mahavidyalaya  
Narwana





S.D MAHILA MAHAVIDYALAYA NARWANA

22-23



DEPARTMENT OF COMMERCE

PROUDLY OFFERS

ADD ON CERTIFICATE COURSE IN

MARKETING AND MARKETING CONCEPTS

Course Objectives:

- 1 Understanding Marketing fundamentals.
2. Analyzing consumer Behaviour.
3. Conducting Market Research
4. Measuring Product development and branding.



**MARKETING  
CONCEPTS**

DR. NAYAN DEEP  
CONVENOR

MS. MONIKA GARG  
MS. MONIKA MITTAL  
CO-CONVENOR


DR. ANJANA LOHAN  
PRINCIPAL

**Part-1 Compulsory**

- Q1. Define marketing.  
विपणन की परिभाषा दीजिए।
- Q2. Mention the features of customer oriented definitions of marketing.  
विपणन की उपभोक्ता अभिमुखी परिभाषाओं की विशेषताएं बताओ।
- Q3. Classification of brands.  
ब्रांड का वर्गीकरण।
- Q4. Characteristics of good package.  
एक अच्छे पैकेज की विशेषताएं बताओ।
- Q5. What is societal Marketing concept?  
विपणन की सामाजिक अवधारणा क्या है?
- Q6. Give criticism of traditional concept of marketing.  
परंपरागत विपणन विचार की आलोचना कीजिए।
- Q7. Explain the product concept.  
उत्पाद धारणा की व्याख्या कीजिए।
- Q8. Write a note on industrial piece.  
औद्योगिक उत्पादों पर टिप्पणी कीजिए।
- Q9. Differentiate package and packaging.  
पैकेज और पैकेजिंग में अंतर।
- Q10. What is augmented product?  
संवर्धित उत्पाद क्या होता है?

**Part 2 - Attempt any five.**

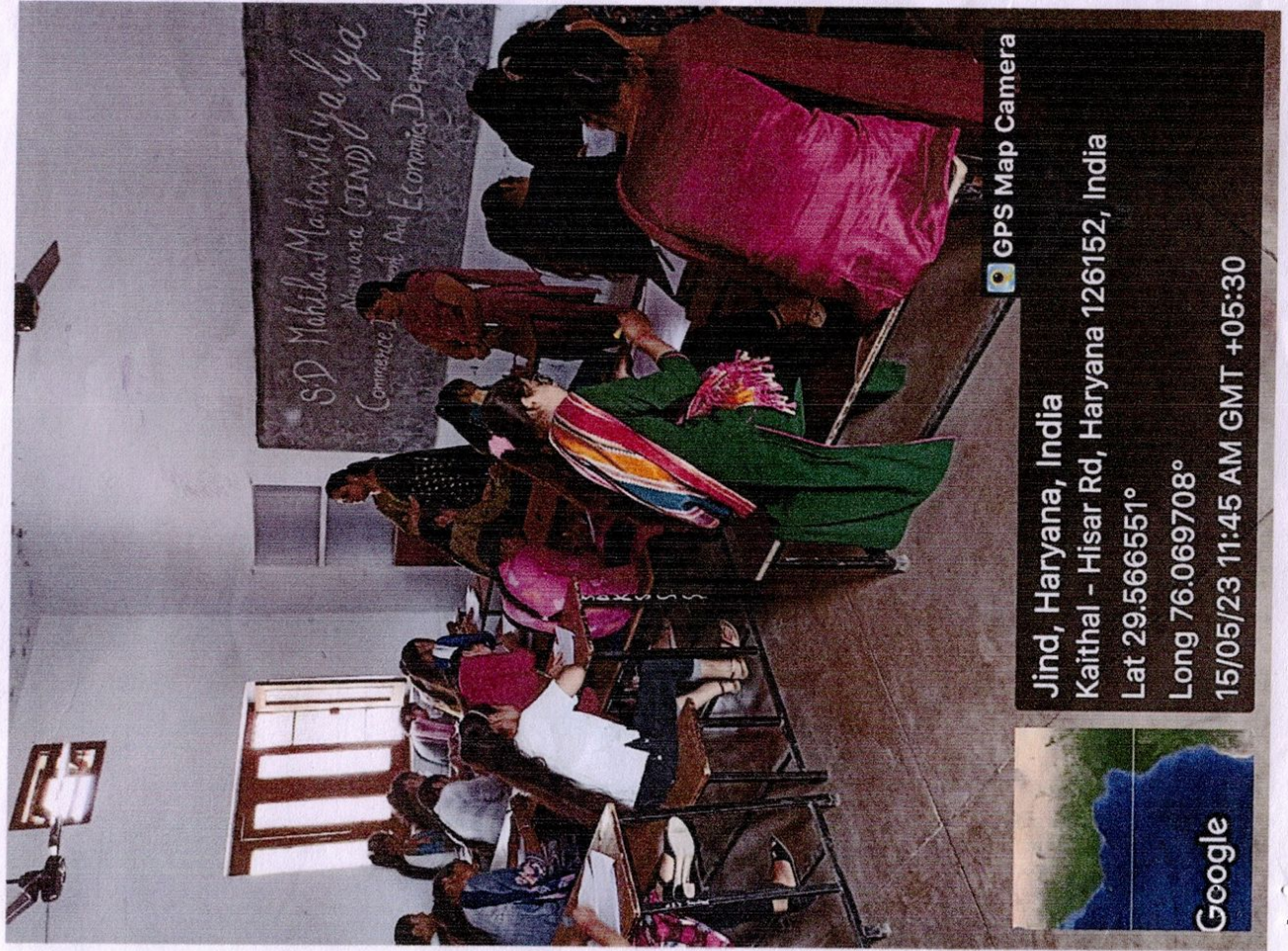
- Q1. What is modern Marketing concept? Also explain the nature and scope of marketing.  
आधुनिक विपणन की व्याख्या दीजिए। विपणन की प्रकृति व क्षेत्र को भी स्पष्ट कीजिए।
- Q2. Define label and discuss its various types.  
लेबल की व्याख्या कीजिए और इसके विभिन्न प्रकार बताइए।
- Q3. What do you understand by marketing and explain various concepts.  
विपणन से आप क्या समझते हैं? विपणन के विभिन्न विचारों की व्याख्या कीजिए।
- Q4. Differentiate (a) Convenience products and shopping products.  
(b) Durable products and Non-durable products.  
अंतर बताइये (a) सुविधाजनक उत्पाद तथा सौदों बाजार।  
(b) टिकाऊ उत्पाद तथा गैर टिकाऊ उत्पाद।
- Q5. Write an essay on the importance of product.  
उत्पाद के महत्व पर निबंध लिखिए।
- Q6. Explain the importance of branding.  
ब्रांडिंग का महत्व बताइए।
- Q7. Write a detailed note on marketing and its tasks.  
विपणन तथा इसके कार्यों पर विस्तृत नोट लिखिए।

  
Principal  
S.D. Mahila Mahavidyalaya  
Narwana

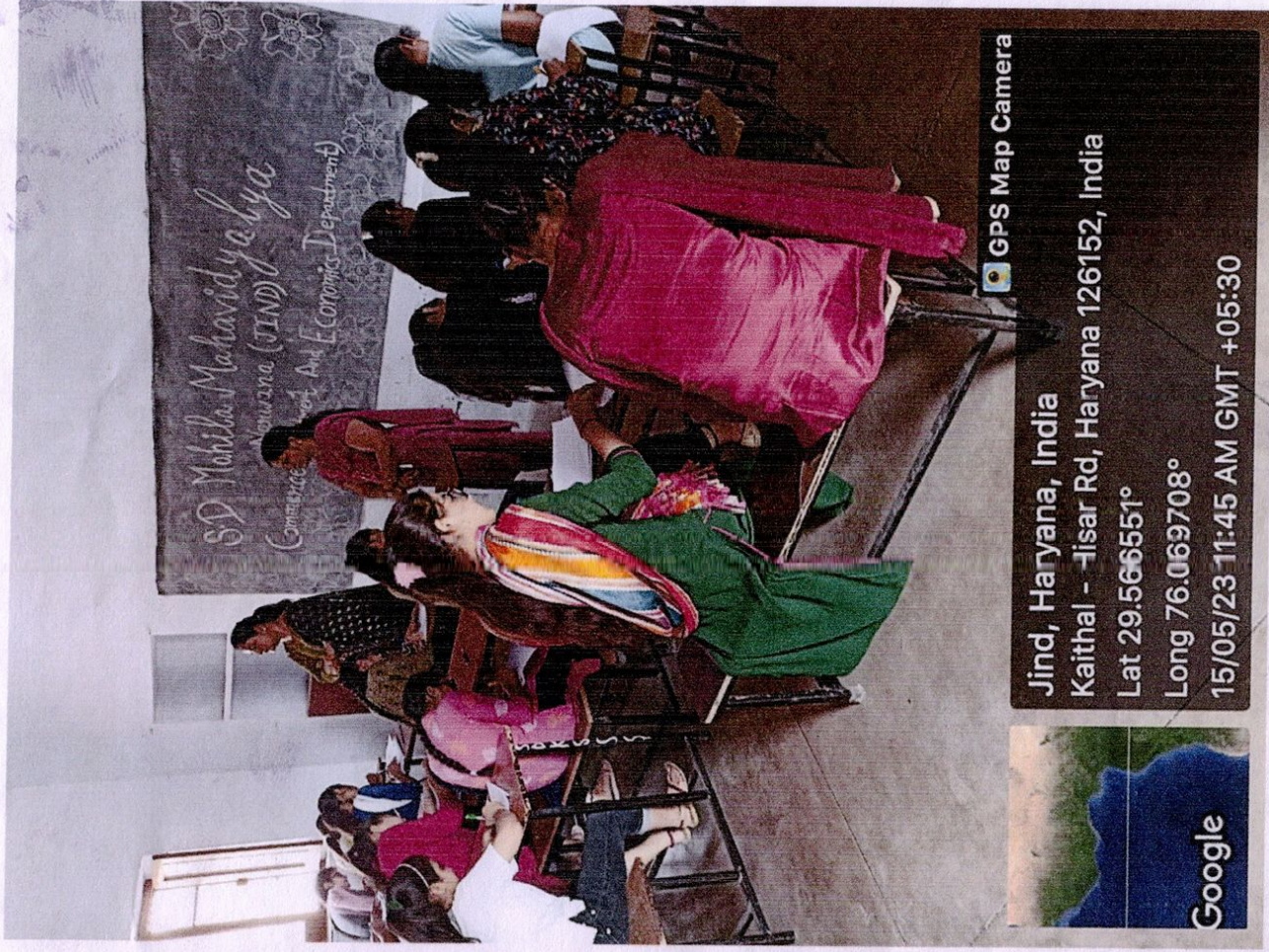


Sr.No.	Student Name	College Roll No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
1	RIVA	1221913003001	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
2	DIVYA	1221913003002	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
3	PINKI	1221913003003	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
4	BABLI	1221913003004	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
5	SALONI	1221913003005	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
6	TAMANNA BANSAL	1221913003006	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
7	JYOTI SAINI	1221913003007	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
8	HARSHDEEP	1221913003008	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
9	RITU DEVI	1221913003009	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
10	NEHA RANI	1221913003010	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
11	KHUSHABU	1221913003011	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
12	PREETI	1221913003012	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
13	NISHTHA	1221913003013	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
14	PRAGATI	1221913003014	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
15	PREETI	1221913003015	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
16	KALPANA	1221913003016	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
17	KUSUM	1221913003017	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
18	SUMIT	1221913003018	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
19	ANKITA	1221913003019	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
20	PRACHI	1221913003020	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
21	JYOTI	1221913003021	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
22	CHARU	1221913003022	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
23	PRIYA	1221913003023	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
24	MAMTA	1221913003024	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
25	POOJA	1221913003025	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
26	NIKITA	1221913003026	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
27	ANTIM	1221913003027	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
28	KOMAL	1221913003028	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
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31	SNEHA	1221913003031	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
32	MUSKAN	1221913003032	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
33	KOMAL	1221913003033	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
34	ISHA SINGLA	1221913003034	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
35	DIVYU	1221913003035	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
36	DEEPAK RANI	1221913003036	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
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38	MONIA	1221913003038	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
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S.D. Mahila Mahavidyalaya  
Narwana



Jind, Haryana, India  
Kaithal - Hisar Rd, Haryana 126152, India  
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15/05/23 11:45 AM GMT +05:30



# S.D. MAHILA MAHAVIDYALYA, NARWANA

Roll No. 1221913003013 Class B.C.Sem.Ist Sec. .... Subject Marketing & Marketing Concept

Date .....

Signature .....

Name - Nishtha

37/10

Part - 1

Ques-1 Define marketing.

Ans: Marketing includes every activity that has to do with the movement of goods from the point where they are produced to the point where they are consumed. It includes product planning, pricing, advertising and analysis of market terms of its present and potential customers.

Marketing is the performance of business activities that direct the flow of goods and services from producer to customer.

Ans-2. Features of Customer-Oriented definitions:

(i) These definitions emphasise on innovative activities, market research and fulfillment of social responsibility.

(ii) These definitions treat the customer as a focal point of all business decisions. Consumer is like a King for the marketer.

### Ans-5. Societal Marketing Concept :-

It is a new and broader marketing concept. The societal marketing concept holds that the organisation should first determine the needs, wants and interests of the target markets.

Societal marketing concept is customer-oriented concept backed by integrated marketing aimed at generating customer satisfaction and long-run customer welfare as the key to attaining long-run profitable volume.

### Ans-6. Criticisms of traditional concept of marketing :-

- (i) it is a production-oriented concept.
- (ii) it focuses only on production, buying and selling activities and ignores other activities of marketing.
- (iii) it ignores after sales services.

### Ans-7. Product Concept :-

The product concept holds that consumers will favour those products that offer the most quality performance and features. Management in these product-oriented organisations focus their energy



Part-2

Ans-2 Label :-

The label is an informative tag, wrapper or a seal seal attached to a product or package of a product.

TYPES OF LABELS :-

- (i) Brand Label :- Such a label contains only the brand name or brand mark of the product. it does not give any other information regarding the product. This is exclusively meant for identifying the product and popularising the brand name of market.
- (ii) Grade Label :- Grade label identifies by letter, number or word the exact quality of grade of the product.
- (iii) Descriptive label :- A descriptive label gives careful information about the use, case, performance, ~~constituent~~ <sup>ingredients</sup>, and other characteristics of the product.
- (iv) Combination labels :- These are the labels which include the above said three kinds of labels with them. Use of such labels is rapidly increasing.

Ans-5 Importance of Product :-

- (i) Product is the centre of all marketing activities. Product is the pivot the and

iv) Increase in goodwill :-

The middlemen stacking popular branded products gain reputation in the market. Thus, they are benefited by the goodwill of the manufacturing company.

Ans-4 (a) Difference btw. Convenience Product and Shopping Products :-

Basis	Convenience Products	Shopping Products
(i) <u>Price</u>	Low priced	Relatively high priced
(ii) <u>Distribution</u>	Mass distribution	Selective distribution
(iii) <u>Display</u>	Important	Very Important

(b) Difference between durable products and non-durable products.

Basis	Durable products	Non-durable products
(i) <u>Uses</u>	Again and again.	One time used.
(ii) <u>Example</u>	Scooter, motorcycle etc.	Fruits, Bread etc.



ii) It should bestow convenience :->

The package so designed should grant highest degree of convenience to manufacturer and consumers.

Ans:-5 Societal Marketing Concept :->

Societal marketing concept is customer-orientated concept backed by integrated marketing aimed at generating customer satisfaction and long-run customer welfare as the key to attaining long-run profitable volume.

It is a new and broader marketing concept. The marketing process is regarded as a means by which society meets its consumption needs.

Ans:-6 Criticisms of Traditional Concept of Marketing :->

- 1) It is a production-oriented concept.
- 2) It ignores after sales services.
- 3) It ignores consumer research.

Ans:-7 Product Concept :->

"The product concept holds that consumer will favour those products that offer the most quality performance and feature. Management in these

who develop the right augmented products, are able to attract more customers. Total 2/18

Part: 2

Q:-2 Meaning of Label :->

The label is an informative tag, wrapper or a seal attached to a product or package of a product.

Types of Labels :-> The following are the main types of labels :->

- 1) Brand label :-> Such a label contains only the brand name or brand mark of the product
- 2) Grade label :-> when a manufacturer produces many types of a product, he uses grade labels to describe the type of the product.
- 3) Descriptive label :-> These labels are descriptive in nature. They are almost illustrative.
- 4) Combination label :-> Use of such labels is rapidly increasing.

Q:-5 Importance of product :-> The importance of product may be summarised as under :->

- 1) Product is the centre of all marketing activities :-> Product is the pivot and all the marketing activities cluster around it.

Q:-4 (a) difference between convenience products & shopping products

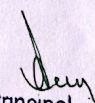
<u>basis</u>	<u>Convenience</u> products	<u>shopping</u> products
i) <u>Price</u>	It should be low priced	It should be relatively high priced
ii) <u>Purchase Frequency</u>	It should be frequently purchased.	It should be less-frequently purchased
iii) <u>Packaging</u>	Important	Very important

(b) difference between durable products and non-durable products

<u>basis</u>	<u>Durable</u> products	<u>Non-durable</u> products
i) <u>uses</u>	They can be used again and again for years after years.	One time use products
ii) <u>examples</u>	examples are: Television, car, scooter etc.	examples are: Milk, butter, ghee etc.

Result of Certificate Course		
Market & Marketing Concepts		
Session 2022-23		M.M. - 40
Roll No.	Student Name	Mark
1221913003001	RIYA	33
1221913003002	DIVYA	34
1221913003003	PINKI	32
1221913003004	BABLI	35
1221913003005	SALONI	34
1221913003006	TAMANNA BANSAL	36
1221913003007	JYOTI SAINI	34
1221913003008	HARSHDEEP	33
1221913003009	RITU DEVI	31
1221913003010	NEHA RANI	32
1221913003011	KIUSHIABU	34
1221913003012	PREETI	35
1221913003013	NISHTHA	37
1221913003014	PRAGATI	36
1221913003015	PREETI	33
1221913003016	KALPANA	34
1221913003017	KUSUM	35
1221913003018	SUMIT	34
1221913003019	ANKITA	33
1221913003020	PRACHI	33
1221913003021	JYOTI	32
1221913003022	CHARU	34
1221913003023	PRIYA	33
1221913003024	MAMTA	32
1221913003025	POOJA	35
1221913003026	NIKITA	36
1221913003027	ANTIM	33
1221913003028	KOMAL	31
1221913003029	PREETI	32
1221913003030	TANNU	33
1221913003031	SNEHA	34
1221913003032	MUSKAN	34
1221913003033	KOMAL	35
1221913003034	ISHA SINGLA	36
1221913003035	DIVYU	33
1221913003036	DOLLY	34
1221913003037	DEEPAK RANI	32
1221913003038	RITU	35
1221913003039	MONIA	36
1221913003040	NEHA	37
1221913003041	NAKITA	35
1221913003042	MUSKAN	34

Total Present	42
Absent	0
Total	42

  
 Principal  
 S.D. Mahila Mahavidyalaya  
 Narwana