

# Entrepreneurship – Class XI

## Chapter 5: Marketing Research

### Question–Answer Compilation

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#### 1 Mark Questions

**1 Define Marketing Research.**

Marketing research is the systematic collection, analysis, and interpretation of data related to marketing goods and services to support decision making.

**2 What is a primary source of data?**

Primary data refers to data collected first-hand by the researcher for a specific purpose.

**3 Give one objective of marketing research.**

One objective of marketing research is to identify customers' needs and preferences.

#### 2 Marks Questions

**1 Differentiate between primary data and secondary data.**

- **Primary Data:** Collected directly by the researcher for a specific purpose.
- **Secondary Data:** Already available data collected earlier by someone else for another purpose.

**2 Why is marketing research important for an entrepreneur?**

Marketing research helps an entrepreneur to:

- Understand market demand
- Reduce business risks
- Identify opportunities and competition

#### 4 Marks Questions

**1 Explain the steps involved in the marketing research process.**

1. Defining the problem
2. Developing the research plan
3. Collecting data
4. Analyzing and interpreting data
5. Reporting findings for decision

Sure! Here are **two case studies (4 Marks each)** based on **Marketing Mix – 4 Ps**  
Class XI – Entrepreneurship 

### Case Study – 1: Herbal Shampoo Brand

A startup, **NatureGlow**, is introducing a **herbal shampoo** that contains natural ingredients like aloe vera and neem. The packaging is eco-friendly and comes in a 250 ml bottle. To attract consumers who care about health and nature, the company keeps the product price slightly higher than regular shampoos.

The company decides to sell the shampoo in **pharmacies, organic stores**, and on **popular e-commerce platforms**. To promote the product, they run **advertisements on social media**, collaborate with **beauty influencers**, and offer **free samples** at wellness centers.

#### Question:

Identify and explain the elements of the marketing mix used in the above case.(4)

#### Answer:

- **Product:** Herbal shampoo with natural ingredients and eco-friendly packaging
- **Price:** Premium pricing due to high-quality components
- **Place:** Selective distribution through pharmacies, organic stores, and online platforms
- **Promotion:** Social media advertising, influencer marketing, and free sampling

### Case Study – 2: Electric Bicycle for Students

An entrepreneur launches a lightweight electric bicycle named **EcoRide** designed especially for school and college students. It has smart features like GPS tracking and a rechargeable battery. To create affordability for students, the company keeps the **price lower than leading brands**. EcoRide is made available through **cycle stores, company-owned outlets**, and **online ordering** with home delivery. To promote the bicycle, the brand organizes **campus marketing events**, partners with **YouTubers**, and offers **introductory discount coupons** during exam season.

#### Question:

Identify and explain the 4 Ps of marketing mix applied in this case.(4)

#### Answer:

- **Product:** Electric bicycle with smart features like GPS and rechargeable battery
- **Price:** Penetration pricing to reach more students
- **Place:** Distribution via retail cycle stores, brand outlets, and online channels
- **Promotion:** Campus events, YouTube partnerships, and discount offers