

Entrepreneurship – Class XI

Chapter 5

1 Mark Questions

- 1 Define Marketing Research.
- 2 What is a primary source of data?
- 3 Give one objective of marketing research.

2 Marks Questions

- 1 Differentiate between primary data and secondary data.
- 2 Why is marketing research important for an entrepreneur?

4 Marks Questions

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)

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)