EXERCISE ANSWER BOOK (For Personal Use Only)	एक्सरसाईज उत्तरपत्रिका (फक्त अंतर्शन उपयोगासाव)
School Name : शाळेचे नाव : VISIOnaby Commen	rce Academy.
Holocraft Sticker	बारकोडसंबंधी सूचना
	<ul> <li>१) विद्यार्थानी प्रथम पर्यवेक्षकाकडून बारकोड स्टिकर च्याचे.</li> <li>२) बारकोड वर्गल बैठक क्रमांक व विषय बरोबर अमल्याची खात्री करून घ्यावी.</li> <li>२) बारकोड स्टिकर त्यासाठी विलेल्या नागेमध्येच घडी पडू न वेता तंतीतंत चिकटवावा.</li> <li>३) बारकोडवर अन्य कोणतेही लिखाण करू नये. केल्यास तो परीधेतील गैरमांगांचा प्रकार मानल्यात येईल.</li> <li>९) उत्तरपत्रिकेच्या मुखपृष्ठावरील अन्य माहिती विहित नागेत लिहावी.</li> <li>६) विद्वार्थांनी उत्तरपत्रिकेच्या मुखपृष्ठावरील अन्य माहिती विहित नागेत लिहावी.</li> <li>६) विद्वार्थांनी उत्तरपत्रिकेच्या मुखपृष्ठावरील अन्य माहिती विहित नागेत लिहावी.</li> <li>६) विद्वार्थांनी उत्तरपत्रिकेच्या मुखपृष्ठावरील अन्य माहिती विहित नागेत लिहावी.</li> <li>६) विद्वार्थांनी उत्तरपत्रिकेच्या मुखपृष्ठावरील अन्य माहिती विहित नागेत लिहावी.</li> <li>६) विद्वार्थांनी उत्तरपत्रिकेच्या मुखपृष्ठावरील अन्य माहिती विहित नागेत लिहावी.</li> <li>६) विद्वार्थांनी उत्तरपत्रिकेच्या मुखपृष्ठावरील अन्य माहिती विहित नागेत लिहावी.</li> <li>६) विद्वार्थांनी उत्तरपत्रिकेच्या मुखपृष्ठावरील अन्य माहिती विहित नागेत लिहावी.</li> <li>६) विद्वार्थांनी उत्तरपत्रिकेच्या असणाऱ्या Question Paper Set Code समोरील नागेत (बांन ठिकाणी) त्यांना प्राप्त झानल्या प्रश्नपत्रिकेवरील त/८/८/८ पिकी जो कोड असेल तो अचक लिहावा.</li> <li>६ या चीकटीत चिकटवावा क्रिकटित सिकटिल क्रिंग केल्या के विहाल तो अचक लिहावा.</li> </ul>
Holocraft Sticker SSC HSC फलन UID	Question Paper Set Code गुण संगणकाच्या साहाय्याने वाचले जाणार असल्याने विलेल्या चोकटीलच, चोकटीला स्पर्श न होता ठळकपणे लिष्ठावेत.
Question Paper	Q.No. Examiner Moderator Chief Moderator
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Main Answer Book No. of Supplement Figure	$7 10 \rightarrow 30m$
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Total     Marks in Figure     Marks in Words     Sign.     Appt No.       Examiner     Moderator     Chief     Moderator	12 Total/in Figure Total in Words Signa- ture
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Pages 12/ MRP 77

A) Select the correct option and snewrite the sentences. Scalar choin means the hierarchy of authority from the top level to the lower drup for the purpose of communication. Cold storage worehouse provide facilities Cold storage worehouse provide facilities For perishable commodity. S. For anline transaction registration is required 4. The president of District Forom is District Fudge S. Retail Marketing is the market where retailer sells goods directly to the Consumer in Small quantities.	the sentences. - Scalar choin means the hierarchy of - authority from the top level to the - lower Druf for the purpose of communication. - Reconstruction - registration is - For online transaction - registration is - For online transaction - registration is - recurred. 	Q. No.	Q. No.
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3. For online transaction registration is required 4. The president of District Form is District Judge S. Retail Marketing is the market where retailer sells goods directly to the Consumer in small quantities.	B. For online transaction registration is required 4. The president of District' Forom is District Judge 5. Retail Marketing is the market where retailer sells goods directly to the Consumer in Small quantities.		2. Cold Storage warehouse provide facilities
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S Retail Marketing is the market where retailer sells goods directly to the Consumer in small quantities.	S Retail Marketing is the market where retailer sells goods directly to the Consumer in small quantities.		4. The president of District Form is District
COUMERCE 1C	THANE		
CONMERCE ACT			Consumer sells goods directly to the Consumer in small quantities.
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Q. No. Q. No. Æ. 17 Q. No. 01(B) Match the Correct pairs. B. Henry Fayof - Modern management 9. theory. ٤. b. Directing - It is the process of înstructing, guiding, Communicationg C. Responsibility Respecting Jules 8 towards - regulation. gouinment d. Digital Cash - Exist only in Cyber Space e. Monopoly - Single seller. THANE

Q. No. Q. No. Q (C) (•,) True & False. 5 注意。 11 False . 1. tons 0 Ans 2. False .... 3. True .\_ Ans Ang 4: 1 talse. S. S. S. S. S. S. S. S. S. Ans 5 Trye: et : . QL(D) 1 18 D) find odd one: 1 writting ... Ans 2 Indoor Chames. Ang OMMERCA the state of the state of the state 3 Exchange Bank. ÷., Ang THANE 4 A to 2. Ang ms 5 Manufactured gasds Market. 1

Q. No. Q. No. A. P. Q. No. QJ 13 pros Management : a) Mangement is the art of getting the work done through the efforts of other people to achieve the organization goals b) According to thenry fayol ! To manage is to forecast, to plan, to organize, to command, to co-ordinate and to contral. c) Management is an activity which is essential in every weath of life. dis Monceyement is a wroup activity. e) Management is universal in nature.

Q. NO. Q. No. 2) Ans Social Responsibility. a) social Responsibility of business imples the obligation of the management of business enterprise to protect the interest of the Society. 2. Citation Contraction b) All the activities of business should be performed in such a manner that they will not harm any part of Society rather they will protect and contribute to the interest Of the sociecty : El A Socially responsible firm should not work sotely for profit maximisation but should also seek the welfare of different sections of the society. d) Social responsibility is broader than legal responsibility.

Q. No.	Q. No.
Я. ўб. Q. No.	
3) Arg	
a) 	Trusteeship is a Socioeconomics philosophy that was propounded by Mahatma Wondhi'
	Businessman are considered to be Trustees of the society. According to the concept of Trust ship "A business must be held in trust, legally and morally for the benefit of people.
d.)	This concept states that the wealthy This concept states that the wealthy people who are the trustees of the Trusts should take care of the weat welfare of the people in
	general.
	THANG THANG

Q. NO. Q. No. 4 mg Janahit Yachika (1) public Interest Litigation means a legal action initiated in a court of law regarding a matter of general public Interest. b) It is a legal facility under which any person can approach to the Court of law in the Interest of the Society c) The party which is not related to grievance can also file public Interest litigation. d) It is filed in the High Court as well as supreme court directly in Some Couses THANE

Q. No. Q. No. 10 D Q. No. QCase study . Mr. 1) Ans Stilling Angent a) pm Mr. Ram performs the function of planning & organizing as he plans the business structure & organizes different resources like. land, machinery, machinery etc. of the organization. here was shown in an blans Mr. Shyam performs the function of Staffing as he recurs recruits, selects trains and drulop's the suitable Candidates and decides their remunation the true survey to the C) pros Mr. shubbarn performs the function of Controlling as he supervises actual performance laid down.

Q. No. Q. NO. 2) Ang a) and yes, Mrs. Amit can take term insurance policy or whole life policy for his wife and child insurance policy or money Back Policy for his daughtor. 6) Any No, ma Amilt Connot fake monine insurance policy for this factories in punie & Nashik. C) Any Mr. Amilt can take Flotting Fire insurance policy for protecting his factories from loss due to fire. Sumply at the . Hit is Company and the ONMERC DEMY THANE

Q. No. Q. No. Q. 05 C Q. No. @4 1) Ans Savings Account and Fixed Deposit Alcount Fixed Deposit Accome Squings Account a) Meaning It is that account It is that Account where a fixed sum of money is deposited. which is opened by Individual in order to sque a posit of for a fixed posid. their income . . portant. 5) withdrawals. Customers can Customers Cannot with draw withdraw money by during the fixed Cheque or by withdraw period. al sips. 1) Docyments. The Banks gives a the Banks gives a press book, chaque book fixed deposit receipt pay in slip, to the to the Customer Consumer. 1

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	nature. Except a	
ANN : ACA-910	the fixed deposit r	eceipt
	renewed.	

Do not write your name or seat no. below this line Q. No. Q. No. Y. 55. Q. No. 1) Facilities. go % of the grount No overdraft facility of Fixed deposit is given. can be given as a loan. 3.) Style Commission & National commission. State commission Notional Commission. a). Meaning. A. Consumer dispute A Consumer dispute redressal fourm redressal working working at state at national level. level. b) Monetary Jurisdiction It can entertain the It can entertain the OMMERC Cases where the value cases where the value of goods/services and of goods/services and the compensation claimed the compensation claimed is More than Rs 1000re is More than Rs CA- 9160 and less than Rs 10 crore. 10 crore.

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Q. No. Q. No. c.) Duration Every member should Every member should hold office for hold office for a term of five years a term of five or up to the Age years or up to the of to years which-Age of 67 years whichever is earlier. ever is earlier. d.) Appeal. · Province 1 Appeal against the Appeal against the State Commission Can Mattonal Commission con be made to be made to the the Supreme Court. National Commission. Members. 69 other than president It has minimum othey than president it has minimum 4 members. 4 members. Area courred. f) It cours entire It courses posticular Country. Stade .

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				Bustruss
			E-Commerce.	E-Business.
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Do not write your name or seat no. below this line Q. No. Q. No. h) Features. E- commerce justinvolus E-Business includes al kinds of re-sale and buying & selling of products and services. post sale efforts.

Do not write your name or seat no. below this line Q. No. Q. No. 5 In QS 2.jAns Meaning. Grenerally, Safeguarding, the rights and interest of consumers is known as Consumer protection. It includes all the measures cumed at protecting the rights and Interest of consumers. In modern competitive market, Consumer is regarded as the "kiny of Morket". hence consumer protection. is required due to the following reasons. Need and Importance of Consumer. protection, a) Need of participation of Consumer: Business organizations take decision without consulting the consumer. It affects Consumer's Interest. only consumers organisation pressurises business organization to allow consumers posticipation in decision making process.

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ō. o.		,
	6.)	Increase in Consumption Rate?
		Due to Increase in the population, the Consumption rate is also
	×	Increasing. This Result Into :
		<ul> <li>mass production</li> <li>Increased prices</li> <li>Many varieties and so on.</li> </ul>
		There forre, Consumer may get confuse in such Situation and It may lead to exploitation.
	C.] ,	Ignorance -
		Ignorrance of consumer is the mayn Cause of their exploitation by business. Indian Consumeres
		about their Rights, product dataile
		market Conditions etc. 50 0
	8	System is sugared to protect their Interest.
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	Most of the Consympts are clueless and have no information, about the product they are buying. Doday's markets are full of domestic as well as imported products therefor it is very difficult to get correct Electicable information about product before they purchase.	re
THANE	e) Unorganised Consumers are widely scatter In India Consumers are widely scatter They are not organised. sellers are in better position and are powerful. Consumers are under influence	

Do not write your name or seat no. below this line Q. No. Q. No. of sellers. Single buyer Connot fight against powerful sellers. F) Seller dominant Market. · Today's market is fully dominated by the seller. All the transactions are in fallow of sellers, manufactural and middlemen. - Therefore, the Consumer's Choice as weil as his welfare gets the last preference. 2) Trusteeship businessmen are the trustees of the society's wealth. Therefore they should use society's wealth for the benefit of the society.

## Do not write your name or seat no. below this line Q. No. Q. No. 5. NO. Function of Marketing. 3. Jams Meaning. Success of business is difficult without effective marketing. Marketing deals with exchange of goods & services to satisfy needs of Consymetts. Marketing function help to study the needs of the consumers and facilitate to satisfy it. Following are some of the important Functions of Marketing a) Marketing Research: - Effective marketing is possible when business takes inifiative to identify the needs and wants of the consymer in the market. To identify the needs of the consumer need to collect information from the Consumers & analyse the same is known as market Research.

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		6.)	Buying and assembling
			It involves collecting raw material from different sources at one
			from different sources at one
			place for production. This function
- Sil	<u></u>	1	Is important as quality and
	-de 		Is important as quality and price of raw material determine
			cost and quality of the final
			product.
	Sal a l		
		C.)	Market Planning!
			MOVEL LIANNING .
	*		Market planning is the manage of
		-	Market planning is the process of organizing & defining the marketing
			Objectives of the business creating
			Stratayies to acheive them.
			It is the comprehensive blueprint
	4 A Y		that will help to draw outline
	19-11.	4 C 8 1	business's ownall markeling efforts.
		100	
		d.)	· · · · · · · · · · · · · · · · · · ·
	15 - K. 6 - 1 - 3	0	product Development.
WAY CO	MMERCE		
( T	HANE	bm	product Development and design play an important role in the
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HOLOGRAFT STICKER Centre No. केंद्र लगीक Seat No. HS( SSC मेहता STICI समांक In Elgure. शंकारा In Words Supplement No. : अंधारात Signature of Candidate परीक्षार्थी सही Subject/ विषय : Supervisor's Paper/ Signature पेपर : प्रयंवेक्षकचि सही Date/ दिनोक : HOLOCRAFT STICKER Language of Answer/ उत्तर लेखनाची भाषा : Do not write your name or seat no. below this line Q. No. Q. No. U. 5. Q. No. Selling of the product. product design includes decision related to quality, Standards, Shap, design, packing. colour. labelling packaying B 6.) package and label creates the first impression on the consumer about the product. Attractive porkage and label can help to make product Successful. It helps to avoiding ERCEAC bregkaye, damage and destruction THANE product of the LPIN : N E) Branding businessman womts to have Every

Do not write your name or seat no, below this line Q. No. Q. No. No. Special identity in the market for his product. Branding is a process of giving special identity to a product through unique brand name to different it from competitor's product. 8) promotioned channels. promotion is the process of informing the consumer about the products, their features, uses, price etc. and encouraging encouraging them to buy these product.

Do not write your name or seat no. below this line Q. No. Q. No. NO @6 Une al Controlling is an important tunction of management. b) Manayement Function storets with planning and ends at controlling Controlling is the process of monitoring (comparing) actual Performance with predetermined standard performance it measures deviation if any, identifies the cause of deviation and suggests Corrective, measures. d.) Controlling function comes to an end, if oul the desired objectives are achefued. et by using contral techniques, a monager helps to reduce wastage and spoilage of resources which ALCONMERCE NOISIN ensures efficient and effective utilization of resources to acheive goals.

Do not write your name or seat no. below this line Q. No. Q. No. म.क. Q. No. \$ 1) Controlling process helps in formylation of Future plans. 8) controlling helps to maintain or modify the standards set. hi thus, it is rightly justified that Controlling is the last function of management. MERCEA THANE

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)	a.)	ATM Means Automated Teller
	V	Machine I and the bas of
1	(b)	This facility is provided by the banks to all account holders.
4	1	to all account holders.
/	C.J	ATM's are the customers operated
	100	ATM's are the customers operated Machines which provides 24 hours
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	d.)	with the help of ATM, the Customer
		Can deposit on withdraw money
13		with the help of ATM. the Customer Can deposit or withdraw money onytime.
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th No.		and the second se
	e) He can be used fo Transactions also S ensuing, transferring M cheque book, or bank	uch as balonce noney, result for statement.
	E) customent has to obt card from his ba	tain an ATM mk.
	31 customer can withdraw from ATM centre f as well as from AT other bank across	from same bank. M Centre al
	A) The Customer Com.	check the balance
	1) It also provides priv tronsaction. Therefore. Use.	icity in banking it is safe to
	I) Thus it is rightly Cash can be withdraw at any time.	justified that who from ATM
		THANE THANE

Do not write your name or seat no. below this line Q. No. Q. No. प्र. क्र. Q. No. (07)Meaning. 1.) An Monayement principles are formed to guide and influence the behavior of employees. These principles insist on improving efficiency of organisational resources inniterns of profit. These principles also focus on best co-ordination between superior, subordinates and all the members of organization The notture of principle of monogement is shown in the following chart. principles are formed universal General Unidelines by practice & experiment Application Nature of principle of Management. All principles Flexi bility Cause 8 0.00 0 Behavioral in effect Julationshi quel nature 9 moortomce

Do not write your name or seat no. below this line Q. No. Q. No. प्र. क्र. Q. No. The nature of Manayement principle IS given below. a) universal Application . principles of management are universal in nature. principles of management can be applied to All types of organization irrespective. of their size nature. There sugults may vary & Application may be modified byt these are Suiterble for all kinds of organization . They are applicable to all tends of Monaylment. b.) Grenerof guidelines. Management principles provider breneral gaidelines tackling the organizational siduations as well as in solving the problems. They are not night. management principles are to be applied depends upon the situation, size and nature of organizertion.

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h open hr g Drie, Care La guage griv etam	cf Answe ভী মাঘ্য	Supervisor's Signature प्रयोगहालांगी सारी 4 1 HOLOCRAFT 9710KER 1
G	. No.	Do not write your name or seat no. below this line
प्र इत्. <sup>4</sup> Q. No.	Ç.)	principles are formed by practice and experiments.
		These principles and techniques are formed by the collective observation and experimentation of all the Monayers ower a period of time. for example: it is a monther of common experience that descriptione is very important to acheive goals.
	d.)	

Do not write your name or seat no. below this line Q. No. Q. No म. क. Q. No. in the organization according to its need. e.) Behavioral in nature! Manayement is group Activity.
Manayement aims at acheiving certain goal through a group of human beign being.
Manayement principles are designed to influence human beings. f) cause and effect relationship. · principles of management are the base for taking decision. . They determine the cause or reason for porticular effect. · for example of payment of good wayes and incentives helps in creasing the output of workers. All principles are of equal importance. 8) NARY CON • All manayement principles are erveilly

Q.	No.	Q. No.
		<ul> <li>No particular poinciples has greater</li> <li>Importance than the other.</li> <li>They are all required together for</li> <li>the achievement</li> </ul>
		importance than the vorter trather for
		the active and regarded to prove the
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		THANE
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Do not write your name or seat no. below this line Q. No. Q. No. भ. क्र. Q. No. product or while and the 3.) AMY Moongney Social Responsibilities of business imples the obligation of the monayment of business enterprise to project the Interest of the society. A Socially responsible firm should not work solely for profit maximisation byt should also seek the welfare of different sections of the Society. social responsibilities of commercial organization towards consumers are shown in the following chart. wood Quality product Responsibility of tair prices Business organizedion Consumer's Safety towards Consymey. Honest Adwertising After sale services Resourch and Dewlopmont.

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Your irusted	HSC W Seat No. aco artio In Figure.
Subject/ Rtva : Paper/ tvv :	प्रियुर्ग ति Words अक्षरात् Signature of Candidate परीक्षार्थी सही
Date/ दिनांक : Language of Answer/ उत्तर लेखनाची भाषा :	Supervisor's Signature पर्यवेक्षकांची राही रिप्ताम पर्यक्रि
Q. No. Ч. 55. Q. No. Ф. Мо.	O not write your name or seat no. below this line Q. No. Upood quality product: A business enterprise should produce
	and provide good quality and Services. The company should adopt proper quality contral measures. eg! 30
THANE THANE	<ul> <li>The goods and services should be available to consumer at fair</li> <li>prices.</li> <li>They should not be cheated by charging unreasonable prices;</li> </ul>

Do not write your name or seat no. below this line Q. No. Q. No. प्र. क्र. Q. No. · MRP should be printed on every product and netailer should not charge price more than MRP. c) Consymeorg Safety: . The business enterprise must ensure that the products supplied will not adversely affect on the life and health of the customer. Unsafe product must not be markeded by the company. d. Honest Adweitising. . The Adwytisement should convey facts, features, Advantages, Side-effects etc. of the product to the consumer. • The administration should not be vuigan & misleadiny. e.)

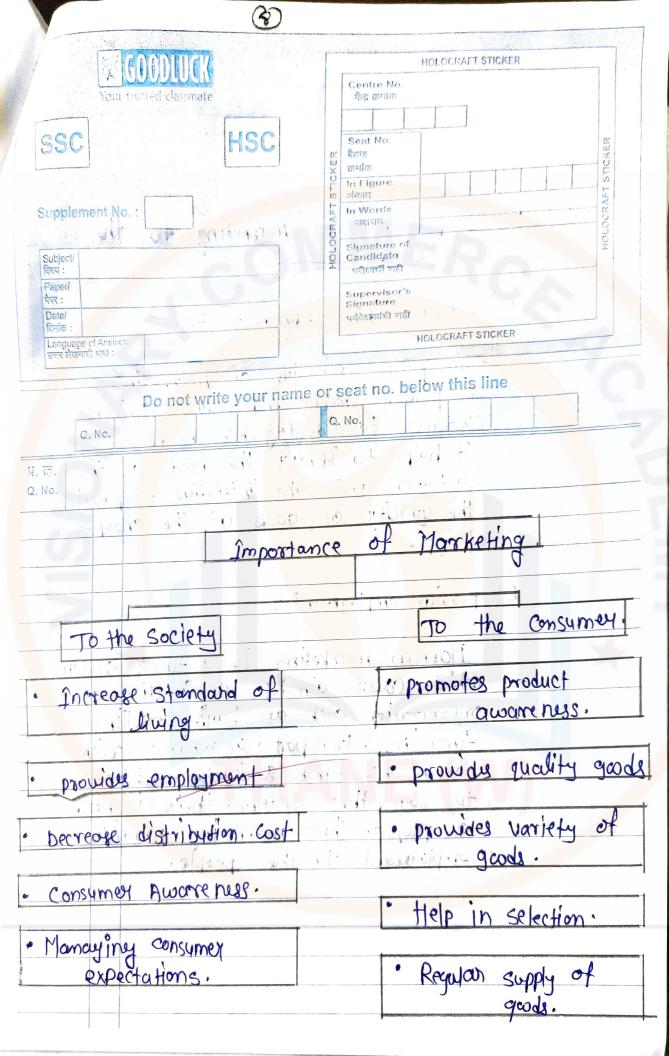
MMERCE THANE ACA-9

After sale services :

The business organization should provide after sale services for

Do not write your name or seat no. below this line Q. No. Q. No. proper working and maintenance of products during the period of worranty. F) Research & Development The consumer expects that the business should provide quality goods at reasonable project For this, centinuous research & development Should be conducted to bring improvement in quality of goods. THE PARTY n reponers stat une considions kis () At All anth opt 120- 41 the minimum THANE

Do not write your name or seat no. below this line Q. No. Q. NO. Q. NO. Q8 Introduction. 2) AN There is a cut throat competition in almost all wolks of life and business is not an exception. It is difficult to survive on the basis OF past performance in the product market. baten con Con hine Meaningues la millour p · Marketting is a key function of morden management. · Marketing includes promotion, admitisement and selling products and services to the consumer. Definition. American Marketing Association, "Marketing is the activity, set of Institution, and processes for creating, communicatives, delivering, and exchanging offours that have value for customers, client, porting and society at large.



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C	). No.		Q. No.
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		A٠	The land of parkaling in the
		1	Importance of marketing to the
			Bociety.
		0,9	Increase in standard of living
			The same alreading of in the is a
			The prime Objective of marketing is to provide goods and services to the
			Customery to satisfy there needs.
			· It helps to identify the needs of the
			Cystomer and take initiative to provide
			the quality of goods at the chaper
0			prices.
		4	trikes.
		6.9	provides employment !
	£		Provinces completion and a second and a second seco
			Mordern marketing is a total system
	1 -	1. 4	which cours almost all, function of
			organization such as buying iselling
			financiny, transport, warehouse, risk
	•		bearing research & development etc.
			to own this system, there is need
· · · · · ·	2011	•	of people. Thus marketing provides
			employment to the people.
			Charles Pourse Marchard A
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			Complete the state of the state
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	e 2	1. 1.	

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	Q. No.		Q. No.
	1. j	c)	Decrease distribution Cost :
			Effective utilization of channel of
	1.4.15		distribution can help in reducing the cost of polces of the products
1		2	the cost of polces of the products
_	- 1 4		and services. It also assures
_		1 18	timely availability of the product.
	1 214		Dirie and interret interret
		-11	
		d.)	Consumer Awareness :
			Berling the second second
			Marketing helps consumer to know about
		ht	new product and services available
		10.2	in the market and its usefulness to
		1	the customer.
	~~ \$ <sup>1</sup>	100	prediction and prove the truthered
		e.)	Monaying Consumer expectations:
			Marketing helps in developing the
			Marketing helps in developing the products which fulfills customer's
		· · · ·	expectations; op castomeris reviews
		101	Collected through differents sources
			Collected through different sources Can help the organization to make nucessary changes in the product.
		, r	proposant changes in the product.
		N. N.	incossed citinges in our product
	1	1	

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	Q. No.	Q. No.
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2. No.		
	$\left( \right)$	
	<u>B.</u> )	Importance of marketing to the Consumers
	a)	proprietas produiet a discomo pa se
	5	promotes product awareness . Marketing creates product awareness
		among the consumers' about different
		brands and features of the product
,		available in the market consympty
		Compares product featuris, price, availability.
-6		
	b	provides quality products:
		the state of the s
	× 1	There is increasing competition in the
		narvet consumptions and arthing pour
	-1	access to the information about the
		product and services available in the
		market in the providence is
		provides variety of goods!
		Devine 1 als andients kapping
		Business launch products keeping
		the maarket segmentation in mind. Businessmen needs to provide variety
		of ander the needs of
		of goods to cater the needs of different market segments of the
		Consumers.

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Q. No. Q. No. प्र क Q. No Helps in selection : 4.) Variety of products with different bronds pre available in the Competitive market. Marketing helps the Consumer to choose the best products and Services from the different options quailable. e) Regular Supply of goods. Through efficient distribution channel of marketing regular supply of goods is possible. It helps to maintain propey balance between demand and supply of goods. It results into stable prices.