Identify the Marketing Management philosophies/concepts from the following situations.

1. The concept of marketing which suggests earning profits through customer's satisfaction and social welfare.
2. The concept of marketing which emphasizes on earning profit by producing and selling the goods at a mass scale
3. Rapid industries has launched a new range of packed juices. It is spending a lot of money on sales promotion activities as it believes that sale of a commodity depends largely on the quality of advertisement
4. The concept of marketing which holds that customers would not buy or not buy enough of a firm's products unless they are adequately convinced and motivated to do so.
5. Suggests producing superior products, improving their qualities and incorporating new features better than the competitors'
6. Shalini purchased a halogen light heater for winter. The rods stopped functioning withn one week of purchase. The retailer of the shop expressed his inability to exchange the product as the sale had already taken place.
7. Suggests producing superior products, improving their qualities and incorporating new features better than the competitors'
8. 'Find Wants and fill them',
9. 'Create products and sell them'
10. Beauty Products Ltd.' is a natural & ethical beauty brand famous for offering beauty products for men & women. The company uses plant based materials for its products & is the number 1 beauty brand in the country. It not only satisfies its consumers but also believes in overall protection of the planet.
11. Satya is manufacturing Lunch boxes for school going children. To maximise she decided to improve the quality and added warmer for the lunch boxes. Due to this improvement in the product, the sale is increasing day by day
12. Blindly following the goal of customer satisfaction had led to many social and environmental ills
13. Bending the customer according to the product
14. Developing the product according to customer needs'
15. Goods are not bought but they have to be sold
16. An online apparel store is now offering nip & tuck services to its prospective buyers. On surveying the market of what women look for & having studied the Indian body type to design the sizes accordingly the firm launched formal western wear that is functional & fashionable.
17. Santo is manufacturing bags for school & college students. To maximize profits, it adds a pocket for mobiles & to ensure safety of mobile the pocket can be locked using code number.
18. Mansi, a shoe manufacturer for school students, decided to maximize her profits by producing & distributing at large scale & thereby reducing the average cost of product

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