



# INDIAN SCHOOL NIZWA - WORKSHEET

## BUSINESS STUDIES

### CH: 11 MARKETING

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Class: XII Sec: B

- 1 Explain the terms 'market', 'marketer' and 'marketing'.
- 2 Discuss the important features of Marketing.
- 3 Explain the meaning and concept of Marketing Management.
- 4 Explain the meaning and concept of Marketing and Selling.
- 5 State the difference between Selling and Marketing.
- 6 Discuss the Marketing Management Philosophies.
- 7 Discuss the functions of Marketing.
- 8 Define Marketing Mix.
- 9 What are the element of marketing mix?
- 10 What is Product Mix? Explain its components.
- 11 Define branding and explain the other terms related to branding.
- 12 What do you mean by generic name?
- 13 Discuss the qualities of a good brand.
- 14 Discuss the advantages of branding.
- 15 What is packaging? Explain the different levels of packaging.
- 16 Explain the functions of packaging.
- 17 What are the advantages of packaging?
- 18 What is labelling?
- 19 Explain price mix and discuss the factors affecting price determination.
- 20 What is place/ physical distribution mix? Discuss its functions.
- 21 Explain the major types of channels of distribution.
- 22 Discuss the factors determining choice of channels of distribution.
- 23 Define promotion mix. Name the tools of promotion mix.
- 24 What is advertising? State its features.
- 25 Discuss the merits and limitations of advertising.
- 26 Enumerate the objections levelled against Advertising.
- 27 What is Personal Selling? State its features.
- 28 Elucidate the importance of Personal Selling.



## INDIAN SCHOOL NIZWA - WORKSHEET

- 29 Discuss the merits of Personal Selling.
- 30 Discuss the qualities of a good salesman.
- 31 What is Sales Promotion?
- 32 Discuss the merits and limitations of Sales Promotion.
- 33 Discuss the commonly used Sales Promotion activities.
- 34 What is Publicity? State its features.
- 35 What do you mean by Public Relations. Discuss the Public Relation tools.
- 36 Role of 'PR' in an organisation.