

Girls High School & College, Prayagraj

Session: 2020 - 2021

Class: 12 C

Subject: Commerce

Worksheet: 02

Note: Parents are expected to ensure that the student spends two days to read and understand the chapter according to the books and websites referred and thereafter answer the given questions.

Books: ICSE Commercial Applications Part II (of class 10th) by Dr. C.B. Gupta

ISC Commerce Part II / Volume II (of class 12th) by Dr. C.B. Gupta

Website / Link :

www.wikipedia.com

www.studiestoday.com

<https://books.google.com>

<https://www.ndl.gov.in/> (National Digital Library)

Chapter: Marketing - Concept and Functions

Answer the following questions in short:

1. What is branding?
2. What is labelling?
3. Define advertising.
4. What do you mean by salesmanship?
5. Define packaging.
6. What is E-marketing?
7. Why is warehousing important in marketing?

Answer the following questions in detail:

1. Discuss any five differences between marketing and selling.
2. Explain the importance of marketing.
3. What are the advantages of marketing research?

END