

Girls High School & College

Session: 2020 - 2021

Class: 12 C

Subject: commerce

Worksheet: 01

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>

Chapter: Marketing - Concept and Functions

Topic: Market and Marketing

Answer the following questions in brief:

1. What do you mean by the term market?
2. Define exchange concept of market.
3. What is consumers' market?
4. Define marketing.
5. Differentiate between primary market and secondary market.
6. What do you understand by people concept of market?
7. Give one difference between capital market and money market.

Answer the following in detail:

1. Explain any five features of marketing.
2. Discuss the different types of traditional market on the basis of nature of transaction.
- 3 Briefly explain the objectives of marketing.

*** End ***