

Girls High School & College , Prayagraj

Session: 2020 - 2021

Class: 12 C

Subject: Commerce

Worksheet: 03

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 (or any other reference book and relevant website) 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.

Websites / Links :

www.wikipedia.com

www.studiestoday.com

<https://books.google.com>

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

Chapter: L-14 Marketing Mix

Answer the following questions in short:

1. What is marketing mix?
2. Define the term 'goods'.
3. What is a brand mark?
4. What is a package?
5. Define the term 'price'.

6. What does place element of marketing mix refer?
7. What do you mean by physical distribution?
8. Define the term 'inventory'.
9. Define Sales Promotion.
10. Mention any two features of personal selling.
11. What is meant by publicity?
12. Name any four factors of price determination.

Answer the following questions in detail:

1. Explain the importance of marketing mix.
2. Discuss the three layers of benefit in a product.
3. Write a short note on blanket family branding.
4. Explain any five functions of labelling.
5. What are the advantages of branding to the marketers (sellers)?
6. What are the features of good packaging?
7. What are the market related factors to be considered before choosing a channel of distribution?
8. Write a short note on inventory control.
9. Discuss the main functions of promotional activities.
10. What are the objectives of personal selling?
11. What are the main features of sales promotion?
12. Explain any five differences between advertising and publicity.

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