

**Girls' High School & College , Prayagraj**

**Session: 2020 - 2021**

**Class: 10 B, F**

**Subject: Commercial Applications**

**E-Learn Assignment : 01**

**Instructions –**

The parents to ensure that their ward watches the video instructions for the assignment by clicking on the given link <https://youtu.be/mXbrlj5bruM> , she should revise the lesson given in the book and then work on the assignment. The completed assignment is to be downloaded and filed/ pasted in the subject file/ copy and kept ready for submission. The day, date and procedure of submission shall be notified later.

**Chapter 2 : Marketing Mix – 4 P's**

**Answer the following questions in short:**

1. Define Marketing mix.
2. Mention the importance of marketing mix.

3. An appropriate marketing mix is necessary to enable an enterprise to meet its goals. Justify for or against, giving reasons.
4. Define a package.
5. Differentiate between physical distribution and channels of distribution.

**Answer the following questions in detail:**

1. Discuss the factors influencing marketing mix.
2. Explain various elements of a marketing mix.
3. What are the main components of product mix ?
4. What are the main factors which influence the product mix?
5. Write a short note on packaging.
6. Explain the process of determining the marketing mix.

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