

Girls' High School & College , Prayagraj

Session: 2020 - 2021

Class: 10 B, F

Subject: Commercial Applications

E-Learn Assignment : 02

Instructions –

The parents to ensure that their ward watches the video instructions for the assignment by clicking on the given link <https://youtu.be/O4YkFo9yRAc> , 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. What are the advantages of cost plus pricing?
2. Name any four methods of direct selling.
3. Introduction stage in a product life cycle is not very risky. Justify either for or against.
4. Give one difference between mail order shopping and teleshopping.

5. In a competitive market, parity pricing is the appropriate strategy. Justify either for or against by giving two reasons.

Answer the following questions in detail:

1. Write a short note on importance of packaging.
2. What are the features of a good package?
3. AB Vision Ltd. wants to introduce a new variety of reading glasses where the vision can be adjusted according to the users requirement. Explain the first two stages in the life cycle of this product.
4. What is place mix? State its components.
5. What are the various strategies used for pricing a product?
6. Describe the various types of channel used for distributing the product.
7. Explain the maturity stage and decline stage of product life cycle and also explain the marketing strategies to be followed in these stages.
8. Write a short note on product considerations and middlemen considerations on the choice of channel of distribution.

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