

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

**Session: 2020 - 2021**

**Class: 10 B, F**

**Subject: Commercial Applications**

**Worksheet: 01**

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

**Book:** ICSE Commercial Applications Part II ( of class 10<sup>th</sup> ) by Dr. C.B. Gupta.

**Websites / Links :**

[www.wikipedia.com](http://www.wikipedia.com)

[www.studiestoday.com](http://www.studiestoday.com)

<https://books.google.com>

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

### **Chapter 1 : Markets and Marketing**

**Answer the following questions in short:**

#### **Question 1.**

- a. What is a market?
- b. What is automatic vending machine?
- c. Define non-traditional markets.
- d. What is money market?
- e. Define marketing.

## **Question 2.**

Give one difference each between:

- a. Local market and Regional market.
- b. Primary market and Secondary market.
- c. Wholesale market and Retail market.
- d. Consumers' market and Producers' market.
- e. Spot market and Future market.

## **Question 3.**

Justify either For or Against by giving one reason for each of the following:

- a. Marketing is an art as well as a science.
- b. Services can be stored for future use.
- c. A product is technology based.
- d. Marketing generates employment.
- e. Marketing is a single activity.

## **Question 4.**

- a. Give any two examples of financial services.
- b. What do you mean by the term 'product'?
- c. What are Industrial Products?
- d. What do you mean by Speciality products ?
- e. Define the term 'service'.

**Answer the following questions in detail:**

**Question 1.**

- a. Differentiate between products and services.
- b. Explain the main features of marketing.
- c. Explain any two types of non-traditional markets.

**Question 2.**

- a. Explain the Sales-Oriented Stage of marketing.
- b. Discuss the main features of a product.
- c. Why is service becoming more important than a product ? Give five reasons.

**Question 3.**

Write short notes on:

- a. Catalogue market.
- b. Societal Marketing Stage.
- c. Objectives of marketing.

**\*END\***