

WORKSHEET [A] BUSINESS STUDIES
CLASS 12
Chapter –MARKETING MANAGEMENT

1. Name one of the first companies in the world to actively study the influence of consumer products on the environment.
2. Give two examples of convenience product.
3. Name two shopping products.
4. Name two techniques of sales promotion.
5. What factor changes want into demand?
6. Which goods last long and contribute directly to the making or developing of finished goods?
7. Name the elements which are popularly known as 3 p's of marketing.
8. Which goods are of unique character and buyer identifies with them?
9. Give some innovative ideas of getting information about the trends/demand pattern in market.
10. Sony Ltd. Introduced a television set with new features in the market at a high price but when the same features used by other electronic companies in their television sets then the prices of Sony Ltd's television sets was reduced by the company. Mention the name of strategy the company is following. Also explain the strategy in short.
11. Distinguish between Selling and Marketing on the basis of following points: (i) Focus (ii) Objective (iii) Supremacy.
12. Explain any three functions of 'packaging'.
13. 'Expenditure on advertising is a social waste.' Do you agree?
Discuss.
14. Name and explain the concept which concentrates on the need of the customers.
15. 'Blindly following the goal of customer satisfaction had led to many social and environmental ills.' Do you agree? What should be done?
16. 'Product is a bundle of utilities.' Do you agree? Comment.
17. How does branding help in creating product differentiation? Discuss.
18. List the promotional messages given on the package of any three consumer products of your choice and comment how can these promotional messages help in the sale of these products.