



INDIAN SCHOOL AL WADI AL KABIR

Class: X	Department: Commerce
Subject: Marketing and Sales	Subject Specific Skills
WORKSHEET- 1	Chapter 1: Sales with other functions- Introduction to Marketing Mix

Qt no.	
1	Who is the father of modern Marketing?
2	What is Marketing Mix? (OR) Define Marketing Mix?
3	Marketing mix is the term used to describe the combination of the four inputs which constitute the core of a company's marketing system, the product, the price structure, the promotional activities and the distribution system." Who has given this definition? a. William J Stanton. b. Philip Kotler c. F. W Smith d. Taylor
4	A successful marketing strategy must consider _____ a. Marketing mix b. Target Market c. Both a and b d. Marketing segmentation
5	Marketing Mix depends on _____ a. Market Conditions b. Needs of the Customer c. Technological advancements d. All the above
6.	What are 4Ps of Marketing mix?
7	Place in 4ps is same as that of _____ a. Promotion b. Distribution c. People d. demand (OR) Distribution is a key element of _____ a. Product b. Price c. Place d. Promotion
8	Marketing mix accrue the following benefits to an organisation _____ I. Marketing mix helps in pursuing consumer-oriented marketing II. Marketing mix facilitates meeting the requirement of only one group of Customers

	III. It helps in increasing the sales and earning higher profits. IV. Marketing mix signifies that its four elements are independent V. Marketing mix considers the various elements of marketing system. There is a balanced relation between these elements a. II, III, IV b. I, II, III, c. I, III, V d. I, II, III
9	_____ is mainly used in case of tangible goods.
10	_____, _____, _____ are the three further variables included in Service marketing mix. a. Product, Price and promotion b. Price, Place and Physical Evidence c. Process, Promotion, Physical Evidence d. Process, People and Physical Evidence
11	A business's marketing mix would NOT include: a. Product b. Profit c. Place d. Promotion (OR) Which of the following is not one of the 4Ps of the Marketing Mix a. Product b. Place c. Profit d. Price
12	What do the 4 P's achieve when they work together? a. Target customers b. Profit margins c. Creating Marketing plan d. None of the above
13	Who has proposed 4Ps Classification? (OR) Who proposed 4Ps classification of Marketing Mix? a. Philip Kotler b. William J. Stanton c. E Jerome McCarthy d. Henri Fayol
14	Name the two main types of Marketing Mix.
15	_____ is an element of marketing mix dealing with the value of goods or services. (OR) Which of the 4 P's of the marketing mix concerns how much a customer pays for the goods or service being offered? a. Place b. Price c. Product d. Promotion
16	Which of the following elements is included in service marketing mix, but not included in product marketing mix?

	a. Price b. People c. Place d. Promotion
17	In case the customer perceives the product value to be high, then the marketer can set the price at _____ level to make more profits. a. High b. Low c. Reasonable d. Minimum
18	Why is it important to understand consumer needs and wants in the marketing process? a. To lower the cost of production b. To create a marketing mix that satisfies the target Market c. To reduce the number of products offered d. To increase the complexity of the marketing strategy
19	Which of the following is excluded in Promotion? a. Personal selling b. Physical distribution c. Advertising d. Public Relations
20	Which of the following is a sales promotion tool? a. You tube videos b. Advertising c. Loyalty cards d. Door-to-door selling
21	The service Marketing mix includes three additional variables compared to product Marketing mix. Which of the following is not one among them? a. People b. Physical Evidence c. Packaging d. Process
22	_____ consists of catalogues, sponsored events and digital media a. Product b. Pricing c. Promotion d. Sales
23	Which of these promotional methods involve face to face communication with the customers a. a. Public relation b. Sponsorship c. Online advertising d. Personal selling
24	Which of these methods is NOT an example of direct marketing? a. Direct mailing b. Sales promotion c. E-mail promotion d. Tele marketing
25	Sales promotion can involve all of the following EXCEPT: a. Loyalty program b. TV commercials c. Samples d. Coupons
26	The use of a name, symbol, or design to identify a product is known as a. USP

	b. Advertisement c. Promotion d. Branding
27	Selling of products directly to customers through channels such as retail stores, markets, the internet, direct mail orders, door-to-door sales and catalogues is termed as: a. Personal selling b. Promotion c. Direct distribution d. Indirect distribution
28	When a firm brings out a new product into a new or existing market, it may feel that it needs to make quick sales in order to establish itself and to make it possible to produce larger quantities. It may therefore start off by offering the product at a low price. Identify the pricing strategy used by the firm. a. Penetration Pricing b. Skimming Pricing c. Cost-plus Pricing d. Premium Pricing
29	A consumer product manufacturing company is offering a number of consumer product like toiletries, detergent powder, food products etc. Identify the element of marketing mix referred here.
30	A dress designer wishes to sell his unique exclusive dress to wealthy customers. Which pricing strategy should he use? a. Penetration b. Skimming c. Cost-plus pricing d. Hour-based pricing
31	A publisher wants to reach new customers overseas. Which would be the most cost-effective form of promotion. a. Sales promotion b. Radio advertisement c. Online advertisement d. Newspaper advertisement
32	What is the first step in Marketing Process? a. Choosing right customer groups b. Targeting the consumer group c. Developing a Marketing Mix d. Understanding the Consumer's needs/Wants
	Descriptive Questions (DTQs)
1	Imagine you visit Hungry Wok, a popular restaurant. The dining area is spotless, with modern, comfortable seating and a warm, inviting atmosphere. The menu is beautifully designed, and the Hungry Wok logo is prominently displayed. These elements make you feel welcome and confident in the restaurant's quality, encouraging you to dine there regularly. Identify and explain the important element of Service Marketing Mix highlighted in the case above
2	State any two points of significance of Marketing Mix.
3	Describe Penetration Pricing
4	"A successful Marketing strategy must have a good Marketing mix". Comment
5	Advertising through various media is the most common and traditional form of promotion used by business firms. Discuss any four other ways to promote goods and services. (OR) "Promotion is the communication aspect of entire marketing function". What are the various tools used by the marketers to promote their products and services"? Explain

6	Distinguish between direct distribution and indirect distribution
7	Explain the types of marketing mix
8	Which element of marketing mix is also affected by distribution plans; value chain costs and why?