

Guru Gobind Singh Public School

sector 5, Bokaro Steel City, Jharkhand

Revision assignment for annual examination 2018-19

STD 9

Subject: Marketing & Sales

1. What do you mean by marketing?
2. Explain the term market with its different types.
3. Explain the various features of marketing.
4. Define 'marketing'.
5. Explain the various terms related to market.
6. What are the different conditions to be satisfied for any exchange to take place?
7. Give the differences between a consumer and a customer.
8. Give the differences between marketing and selling.
9. Define 'marketing mix'.
10. Explain the different elements of marketing mix.
11. What are the different benefits which a consumer avails by consuming a product?
12. Explain the various functions of marketing mix.
13. What are sales? Explain the various features of selling.
14. Explain branding and its advantages.
15. Explain labeling and its functions.
16. What do you mean by packaging?
17. What are the different levels of packaging?
18. What are the functions of packaging?
19. What are the qualities of a good brand name?
20. What is price mix?
21. Why is pricing decision important for any firm?
22. What are the various factors affecting the decisions of price mix?
23. What is place mix?
24. Explain channels of distribution.
25. What are the different functions of channels of distribution?
26. Explain the different types of channel levels.
27. What are the different factors determining the choice of channel of distribution?
28. Explain the various factors affecting physical distribution.
29. What is promotion?
30. Explain the important functions of promotion.
31. Explain the term promotion mix.
32. What are the different elements of promotion mix? Explain each element with suitable examples.
33. What are the different factors influencing promotion mix?
34. Distinguish between advertising and sales promotion.
35. Give the differences between advertising and personal selling.
36. What is advertising? What are its features?
37. What is the importance of advertising?
38. What is personal selling? Explain its features.
39. What are the different rights given to a consumer?
40. Why are the intermediaries important in the process of distribution?