

Guru Gobind Singh Public School

Sector- 5/B, B.S. city

Class- X

Subject- Marketing and Salesmanship

Half- yearly Assignment 2019

1. Define product.
2. Define price.
3. Briefly explain marketing mix.
4. How many types of marketing mix are there?
5. Name the different P's of service marketing mix.
6. Why marketing mix is important for any organization?
7. Write the importance of giving price to a product.
8. Explain the various pricing strategies.
9. Differentiate between skimming and penetration pricing strategy.
10. What are the various promotional techniques? Explain each of them.
11. Comment briefly on place element of marketing mix.
12. What do you mean by market segmentation?
13. How many types of markets are there? Explain them.
14. Name the various bases on which a market is segmented.
15. Explain briefly the following with one example for each-
 - a) Geographic segmentation
 - b) Demographic segmentation
 - c) Psychographic segmentation
 - d) Behavioral segmentation
16. Name the various steps involved in completing a sales process.
17. Who is a prospect?
18. What do you mean by prospecting?
19. What are the characteristics of a good prospect?
20. What do you mean by on-the-spot research?
21. Explain qualifying with the help of an example.
22. How does qualifying process help a salesperson?
23. What do you mean by presentation?
24. Explain the pre-approach aspect of presentation.
25. Why is demonstration important in any presentation?
26. How can a salesperson make his presentation effective?
27. What are the various factors affecting the pricing decision of a producer?
28. What are the various factors affecting the place mix element of marketing mix?
29. What is promotion?
30. What is promotion mix?
31. What are the various factors affecting promotion mix?
32. Define branding.
33. Define labeling.
34. Define packaging.
35. How many levels of packaging are there? Explain them with the help of an example for each.
36. How many levels of indirect channel are there? Name them with an example for each.
37. Explain channels of distribution.
38. What do you mean by physical distribution?
39. Explain the various elements of physical distribution.
40. Why an intermediary is important in the distribution channel?

