



**INDIAN SCHOOL MUSCAT**  
**DEPARTMENT OF COMMERCE AND HUMANITIES**  
**SENIOR SECTION**  
**CLASS – XI**  
**MARKETING (812)**  
**WORKSHEET No: - 01**  
**INTRODUCTION TO MARKETING**



Date:-----

**Very Short Answer Questions (1 or 2 marks each)**

1. Customer value is the difference of total customer benefit and .....
  - (a) Total customer experience
  - (b) Total customer cost
  - (c) Warranty
  - (d) None of the above
2. Define Marketing.
3. \_\_\_\_\_ starts before production of goods but continues after selling of products.
4. Mention any importance of marketing to the society.
5. State the meaning of societal marketing.
6. Describe any two objectives of marketing.
7. Narrate the meaning of customer satisfaction.
8. What is the difference between a need and a want?
9. Explain the scope of marketing in the areas of (i) experience and (ii) information.
10. Narrate the meaning of customer value.

**Short Answer Questions (3 or 4 Marks each)**

11. "If the company targets more of customer's needs, they will come back again and again and even bring along other customers". In the light of this statement discuss the importance of marketing to customers.
12. Explain any 3 importance of marketing to marketers.
13. Briefly discuss any three objectives of marketing for a company.
14. Explain the following scope of marketing:
  - (a) People
  - (b) Organisations
  - (c) Property
15. Distinguish between need, want and demand.
16. The objectives of marketing must fit in with the overall business objectives for the formulation of proper business strategy". Explain the objectives of marketing to a company.
17. Differentiate between customer value and customer satisfaction. State the equation used to determine the level of customer value and customer satisfaction.

18. "The scope of marketing has increased and one can also market people, ideas, experience, events, places etc." Discuss the scope of marketing.
19. Explain any five points of differences between marketing concept and selling concept.
20. Explain four marketing concepts or philosophies.

**Long Answer Questions ( 5 Marks each)**

21. "The aim of marketing is to make selling superfluous". Explain any five points of differences between marketing concept and selling concept.
22. What does the term marketing mean? Briefly explain the objectives of marketing.
23. Compare and analyse the various marketing concepts on the basis of philosophy, objective and method.
24. Explain the following terms:
  - (a) Market
  - (b) Need
  - (c) Want
  - (d) Demand
  - (e) Product
25. Discuss the objectives of marketing to a company.