



INDIAN SCHOOL MUSCAT
SENIOR SECTION
DEPARTMENT OF COMMERCE AND HUMANITIES
CLASS XI
UNIT 5: CONCEPT OF MARKET
WORKSHEET NO.5

HOT QUESTIONS FROM ALL PARTS

I	Answer each of these questions in about fifteen words (1 Mark)
1	Carrying on business activities, both industrial and commercial through computer network. Identify the form of business identified here
2	It is versatile activity which is used by many different kinds of organizations to gather a variety of information needed to address different decisions regarding satisfying customers. Identify the concept.
II	Answer each of these questions in about fifty words (2/3 Marks)
1	Mention the aspects to be taken care by the businesses to create maintain and retain customers.
2	They are institutions that facilitate the flow of goods and services between the company and its final markets. Identify such institutions and list out them
3	What is Stability Strategies? Mention its main features.
4	"Business is an institution organized and operated to provide goods and services to the society under the incentive of private gain" Analyze the definition given above and mention two features of the business.
5	What are the factors that need to be analyzed before selecting any mode of transferring goods?
III	Answer each of these questions in about one hundred and fifty words (4 Marks)
1	"The purpose of business is to create customer and customers do not have geographical boundaries". Explain.
2	Draw the H. I. Ansoff 's Matrix on business strategy . Define each strategy.
3	Mention the strategies that can be adopted by a firm to penetrate in the market.
4	Coca-Cola carries out its international marketing. Identify the expansion strategy adopted by the firm. Mentions a benefit each to Licensor and Licensee.
5	What is Vertical Integration? Mention the types of Vertical Integration
6	Service industry comprises of activities concerned with the rendering of services which help other businesses to perform unhindered. Mention any four such services
7	List out the objectives that sought to be realized through pricing.

8	'There is no marketing mix like a strait jacket to fit in every enterprise'. Why?
IV	Answer each of these questions in about two hundred and fifty words: (6 Marks)
1	E- Business or E-Commerce plays a key role in promoting business in any parts of the world. Explain
2	It is an organized and in-depth approach, which includes all the research activities involved with extracting out carefully the information for not only the first time, but directly from the sources. Identify the concept and explain the importance of the identified concept in business.
3	Any businesses which try to expand business outside the domestic market can do so by various strategies. Explain those strategies that can help any business to go global.

PART 1: CONCEPT OF MARKET

I	Answer each of these questions in about fifteen words (1 Mark)
1	What is meant by E-Commerce?
2	What revolutionized the market system?
3	What is the purpose of business activity according to Peter Drucker?
II	Answer each of these questions in about fifty words (2 Marks)
1	What is market in the modern sense?
2	Define 'Traditional Markets'.
3	How E-Commerce have resulted in lowering personnel cost?
4	What changes are seen in Indian economy after globalization?
III	Answer each of these questions in about one seventy five words (3 Marks)
1	Give three points of difference between the Traditional Market and Modern Market.
2	Discuss the role of E-Business in promoting the business community.
IV	Answer each of these questions in about one hundred and fifty words: (4 Marks)
1	Describe the role of E-Business or E Commerce.

PART 2: ANALYSING THE MARKET ENVIRONMENT

I	Answer each of these questions in about fifteen words (1 Mark)
1	What are marketing Intermediaries?
2	Define Market Environment.
3	Who is a producer?

4	What is meant by the term Demographic Forces?
II	Answer each of these questions in about fifty words (2 Marks)
1	How the consumer demand affects enterprises?
2	What features are to be taken into consideration to create, maintain and retain consumer?
3	Why are demographic forces play an important role in the market?
III	Answer each of these questions in about one seventy five words (3 Marks)
1	Performing Sellers' sustain and succeed in the market. How?
2	Differentiate between Micro and Macro environment.
3	Give the features of Political forces.
IV	Answer each of these questions in about one hundred and fifty words: (4 Marks)
1	Differentiate between competitors and suppliers as primary forces of market.
2	'Customer is the king'. Do you agree? Justify your answer.
V	Answer the following in about 250 words: (6 Marks)
1	Discuss the primary forces that comprise the internal environment of the market.
2	Explain the term Secondary Forces. What all external environment comprise of?

PART 3: RESEARCHING THE MARKET

I	Answer each of these questions in about fifteen words (1 Mark)
1	Define 'Market research'?
2	What is 'Market Survey'?
3	What principles are vital for an effective market survey?
II	Answer each of these questions in about fifty words (2 Marks)
1	To be characterized as "good" market information, enlist any four essential characteristics to be possessed by it.
2	Give one major difference between 'Market Research and Market Survey'.
3	List the types of market survey conducted to extent information.
III	Answer each of these questions in about one hundred fifty words (4 Marks)
1	State the main steps involved in Marketing Research.
2	Explain Marketing survey along with the methods of conducting the same.

3	Give the basic characteristics of Good Marketing Information.
4	Market survey can be used as a tool for betterment of Society. To conduct a fair survey, list 4 strong values of a surveyor.
IV	Answer each of these questions in about two hundred and fifty words: (6 Marks)
1	Discuss the steps involved in conducting the market survey.
2	"Market Survey" is a useless expensive tool". – Do you agree with the statement? Should it be dispense away with? Support you answer with reasons.
3	LalitMesgs is planning to launch a new female clothing store. Draft a survey, not exceeding 10 questions as to collect some information that will be helpful in launching of this store.
4	“Survey is a customized technique.” Which technique is generally used for it? Throw some light on the importance and precautions of these techniques.

PART 4: EXPANDING MARKETS

I	Answer each of these questions in about fifteen words (1 Mark)
1	Define 'Strategy'.
2	Give another name for "Market Expansion Grid".
3	What options are available to any company to survive in the changing environment?
II	Answer each of these questions in about fifty words (2 Marks)
1	Changing environment needs a strategic planning on part of business enterprises. What should there plan contain?
2	How can a firm Enter Foreign Market?
3	State the categories into which corporate strategies can be divided.
III	Answer each of these questions in about one seventy five words (3 Marks)
1	When an entrepreneur selects to follow stability strategies?
2	When does a firm opt to pursue expansion strategy?
3	Define diversification strategy with help of an example.
IV	Answer each of these questions in about one hundred and fifty words: (4 Marks)
1	Describe Product Development Strategy.
2	What is intensive expansion? Explain with help of an example?
3	Differentiate between backward integration and forward integration.

V	Answer the following in about 250 words: (6 Marks)
1	List the different forms of Intensive Expansion. Explain the forms of Penetration strategies available to the firm.
2	Discuss the forms available to an entrepreneur to go in for Integrative expansion along with examples.
3	What is 'Market Development Strategy'? How can the same be applied by the entrepreneur?
4	'Desire to grow and expand comes naturally to an entrepreneur". Do you agree? Give reasons for your answer.

PART 5: KNOW THY BUSINESS

I	Answer each of these questions in about fifteen words (1 Mark)
1	Define 'Entre pot Trade'.
3	What do you mean by Genetic Industry? Give examples.
3	How is advertisement useful in business?
4	State the range of activities performed under Business.
II	Answer each of these questions in about fifty words (2 Marks)
1	How is Retail business different from wholesale business?
2	Explain any two business activities which are auxiliaries to trade.
3	Write two features of construction industry.
4	What is the final outcome of an industrial activity? Briefly explain the producer goods and consumer goods. Give examples.
III	Answer each of these questions in about one seventy five words (3 Marks)
1	Define "Trade" and explain the various types of trade.
2	What is 'Business'? Describe the characteristics of business.
IV	Answer each of these questions in about two hundred and fifty words: (6 Marks)
1	State briefly the various types of Primary industries.
2	Rahul, an owner of a huge Departmental Store, charges exorbitantly due to no competition around, and he misses out on no opportunity to earn profit. He finds nothing wrong as the main goal of business is to earn 'Profit'. Discuss any four values which you find are lacking in him as a rational businessman.
3	Define commerce and discuss its functions.
4	What do you understand by the term Industry? Explain the various types of industries?

5	Mohan Pvt. Ltd. just commenced with the business of Blue Pottery. Explain the auxiliaries Required for the smooth functioning of their newly set enterprise.
6	What are secondary industries? Discuss briefly the different types of secondary industries

PART 6: MARKETING MIX

I	Answer each of these questions in about fifteen words (1 Mark)
1	What is 'Marketing'? Name the two aspects of Marketing.
2	What are distribution channels?
3	To which tool of the marketing mix does 'Brand Name' pertain?
4	What is meant by Price Mix?
5	List some controllable aspects of Marketing.
6	Give one point of difference between Personal Selling and Sales Promotion
II	Answer each of these questions in about fifty words (2 Marks)
1	Define the term 'Marketing Mix'.
2	Enlist any four product oriented benefits from marketing mix.
3	Arvind, the manufacturer of footwear sells the same to different retailers, who then sell to the consumers. Name the channel and level of distribution involved.
4	List any four factors that influence the pricing decisions.
III	Answer each of these questions in about one seventy five words (3 Marks)
1	What is pricing? Discuss the various factors that determine the price of a product.
2	Define product mix. What dimensions of the product are to be considered by the Entrepreneur?
IV	Answer each of these questions in about two hundred and fifty words: (4 Marks)
1	What is meant by indirect channels of distribution? Explain any two indirect channels of distribution.
2	"Buy one get one free" is an example of one of the techniques of Promotion Mix. Name the technique. Explain any two other techniques of promotion mix.
3	State the importance of pricing.
V	Answer the following in about 250 words: (6 Marks)
1	As the foremost duty of the entrepreneur is to make this 'Total Offer', the needs to perform it very

	systematically, calculatedly attentively and step by step. What are the steps?
2	You are the marketing manager of a company manufacturing toy car. Explain briefly, the factors to be considered by you before finalizing the price of the toy car.
3	Explain briefly the place mix and its components.
4	Determination of the price of a product is a very crucial decision' Why? Support your answer with reasons
5	Describe the benefits from Marketing Mix.
6	What is meant by market intermediaries? Can market survive without these intermediaries? Support your answer with the help of two reasons.
7	'Determination of the price of a product is a very crucial decision' Why? Support your answer with reasons.
