



INDIAN SCHOOL MUSCAT
Department of Commerce and Humanities



Class : 11

Worksheet No. 04:
FUNDAMENTALS OF MARKETING MIX

Date of issue
-----2018

Marketing (812)

Date of submission
-----2018

Answer in one sentence (1/2 marks each)

1. Which one of the 4 P's is responsible for direct mail?
(a) Product (b) Price (c) Promotion (d) Place
2. Which marketing mix manages public relations?
(a) Product (b) Price (c) Promotion (d) Place
3. Define marketing mix.
4. What do you mean by intensive distribution
5. Branding is a _____ decision.
(a) Product (b) Price (c) Promotion (d) Place
6. Discuss the importance of marketing mix.
7. Classify the products on the basis of usage.
8. Differentiate between advertising and public relations.
9. Discuss the four elements in consumer oriented model of marketing mix.
10. Distinguish between market penetration pricing and marketing skimming pricing.

Answer in around 75 words (3 or 4 marks each)

1. Explain the classification of products on the basis of usage, durability and tangibility
2. Elaborate any three features of marketing mix.
3. Discuss the alternatives for the distribution of goods on the basis of the products.
4. Explain any three elements of consumer oriented model of marketing mix. (3)
5. How does marketing mix influence the organisation's growth?
6. 'Promotion includes four main tools'. Explain each of these tools.
7. Explain common pricing strategies with examples.
8. 'Mr. Arun started a business producing and marketing biscuits'. Suggest him the various methods for the promotion of goods.
9. Elaborate on any four methods of pricing of goods.
10. Discuss the four elements of consumer oriented model of marketing mix.

Answer in around 100 words (5 marks each)

1. Elucidate the characteristics of marketing mix.
2. Discuss the steps involved in developing a marketing mix.
3. Explain the 4 P's of marketing mix.
4. Discuss the 7 P's of service marketing mix.
5. Differentiate between the marketing mix of consumer goods and services with suitable examples.