



INDIAN SCHOOL MUSCAT

Senior Section

Department of Commerce and Humanities

CLASS XI

MARKETING: FUNDAMENTALS OF MARKETING MIX

WORKSHEET NO.4

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.
11. Explain the classification of products on the basis of usage, durability and tangibility
12. Elaborate any three features of marketing mix.
13. Discuss the alternatives for the distribution of goods on the basis of the products.
14. Explain any three elements of consumer oriented model of marketing mix.
15. How does marketing mix influence the organisation's growth?
16. 'Promotion includes four main tools'. Explain each of these tools.
17. Explain common pricing strategies with examples.
18. 'Mr. Arun started a business producing and marketing biscuits'. Suggest him the various methods for the promotion of goods.
19. Elaborate on any four methods of pricing of goods.
20. Discuss the four elements of consumer oriented model of marketing mix.
21. Elucidate the characteristics of marketing mix.
22. Discuss the steps involved in developing a marketing mix.
23. Explain the 4 P's of marketing mix.
24. Discuss the 7 P's of service marketing mix.
25. Differentiate between the marketing mix of consumer goods and services with suitable examples.