



# INDIAN SCHOOL AL WADI AL KABIR

<b>Class: XI</b>	<b>Department: Commerce</b>
<b>Worksheet No: 1</b>	<b>Topic: Introduction to Marketing</b>

## Fill in the blanks:

1. The intangible acts and deeds offered from one party to another without the transfer of title is called \_\_\_\_\_. (**Services**)
2. Customer value is a \_\_\_\_\_, which reflects the state of difference between customer benefits and customer costs \_\_\_\_\_ purchase (**Proactive component, before**).
3. Customer satisfaction is a \_\_\_\_\_, which reflects the state of difference between product or service experience with that of expectation (**reactive component**).
4. Marketing is more than \_\_\_\_\_. (**Selling**)
5. \_\_\_\_\_ makes products but not in factories. (**Producer**)
6. \_\_\_\_\_ starts before production of goods but continues after selling of products. (**Marketing**)
7. \_\_\_\_\_ are state of being deprived of something. (**Needs**)
8. Wants are human needs shaped by \_\_\_\_\_ and \_\_\_\_\_. (**Culture and personality**)
9. Wants backed by willingness and purchasing power are called \_\_\_\_\_. (**Demands**)

## Select the correct option.

1. Customer value is a difference of total customer benefits and \_\_\_\_\_.  
a) Total customer experience  
**b) Total customer cost**  
c) Warranty  
d) None of the above
  2. Consumer Markets comprises of \_\_\_\_\_.  
**a) Fast moving consumer goods (FMCG)**  
b) Industrial markets  
c) Intermediate markets  
d) All the above
  3. Market offering can be combination of  
a) Product & services  
b) Information  
c) Places  
**d) All of above**
  4. Market consists of  
a) Potential buyers  
b) Actual buyers  
**c) Both a and b**  
d) None of the above
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5. Marketers build company's reputation by creating \_\_\_\_\_ of company in general public's eyes.

a) Sales

**b) Image**

c) Logo

d) None of above

**State whether the given statement is true or false:**

1. Product means only physical products (**False**)

2. Needs and wants are same. (**False**)

3. Marketing is more than selling. (**True**)

4. Marketing concept doesn't just end with understanding customers' needs and wants, it is making customers satisfied. (**True**)

5. Product concept led to production concept. (**False**)

**Answer the following questions:**

Q1. Distinguish between production and product concepts. (**Pl refer to the notes**)

Q2. Distinguish between Marketing and selling. (**Pl refer to the notes**)

Q3. 'Customer is the king', which philosophy follows this ideology? (**Marketing**)

Q4. "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.

- **Marketing creates Utilities**

-**Large number of choices available**

-**More platforms available**

Q5. From the following hints identify the importance of marketing:

a) Once the public learns your product through TV advertisements, radio commercials, newspaper ads, online ads etc., it will generate sales. More the people know a product or a service; more interested they would be in buying the products.

-**Marketing Helps in Enhancing Product Sales**

b) McDonalds is known for its arch design which attracts people and identifies the image as McDonalds. With an established name in the industry, a business continues to grow and expand because more and more customers will purchase the products from a trustworthy and reputed company.

- **Marketing Builds Company Reputation**

c) If one wants soap, there are n numbers of brands available. For example Lux, Pears, Rexona, Dove are range of soaps offered by HUL.

- **Large number of choices available**