



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Worksheet No: 1	Introduction to Marketing

SESSION 1: Introduction to Concept and Definition Of Marketing

Q.1. Fill in the blanks with appropriate answers:

1. _____ makes products but not in factories.
2. _____ starts before production of goods but continues after selling of products.
3. _____ are state of being deprived of something.
4. Wants are human needs shaped by _____ and _____.
5. Wants backed by willingness and purchasing power are called _____.
6. The intangible acts and deeds offered from one party to another without the transfer of title is called _____.
7. Customer value is a _____, which reflects the state of difference between customer benefits and customer costs _____ purchase (pre-purchase)
8. Customer satisfaction is a _____, which reflects the state of difference between product or service experience with that of expectation (post purchase)

Session 2: Scope and Importance of Marketing

Q.1. Fill in the blanks with appropriate answers:

1. _____ the potential customers of future.
 - a. Customer
 - b. Consumer
 - c. Prospects
 - d. Marketer
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

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
6. The public comes to know about the product of the company through _____.
 - a. Newspaper
 - b. Radio
 - c. Online
 - d. Television
 - e. All the above
7. Marketing is a core business discipline it covers _____.
 - a. Advertising
 - b. Promotions
 - c. Public relations
 - d. All the above
8. Scope of marketing is not limited to products, services but now one can market ideas, people, events, places, properties, information, organisations and _____.
 - a. Goods
 - b. Agents
 - c. Experiences
 - d. None of above
9. 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

Session 3: Marketing Philosophies

State True or False:

1. Product means only physical products
2. Needs and wants are same.
3. Marketing is more than selling.
4. Marketing concept doesn't just end with understanding customers' needs and wants; it is making customers satisfied.
5. Product concept led to production concept.
6. Production concept believed in improvement in product and making it available to customers.
7. The production concept is extinct in India.
8. Marketing begins before production and continues after sales.
9. Marketing is no longer a function of marketing department only.

10. In selling concept, it is the customer and not the seller that needs to beware