



## INDIAN SCHOOL AL WADI AL KABIR

<b>Class: XI</b>	<b>Department: Commerce</b>
<b>Worksheet No: 5</b>	<b>Topic: UNDERSTANDING THE MARKET</b>

### I.MULTIPLE CHOICE QUESTIONS

1.The element of marketing mix that produces revenue is:

A.Product      B.Price      C.Promotion      D. Place

2.It refers to carrying out business activities through computer network:

A.Marketing      B.Promotion.      C.Distribution      D.E-business.

3.In which pricing strategy does a company initially set a low price to attract customers and gain market share, then gradually the price is increased?

A.Market Rate      B.Skimming Price      C.Penetration Pricing      D.Discount method

4. This macro environment factors includes all laws, government agencies, and groups that influence or limit other organizations and individuals within a society, identify the factor.

A.Political      B.Social      C.Technical      D.Ecomomic

5.Which one of the following is a characteristic of good marketing information.

A.Clarity      B.Accuracy      C.Confidentiality      D. All of these

6.What is the final step involved in Marketing Research process?

A.Summarise the findings      B.research Report      C.define marketing problem  
D.develop research design.

7. \_\_\_\_\_ 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.

A.Market survey      B.Market Research      C.Questionnaire      D.Market poll

8. \_\_\_\_\_ helps in removing the hindrance of place in exchange of goods and services.

A.Insurance      B.Advertisement      C.Promotion      D.Transport

9.Assertion: Marketing mix is a plan which designs marketing strategy regarding controllable variables of market mechanism.

Reason: Assembling the marketing mix elements into a winning marketing programme is however, not easy. It involves many crucial decisions relating to the reach of the four elements, 4Ps.

A.Assertion is wrong, Reason is correct

B.Both assertion and reason are wrong.

C.Both assertion and reason are correct and reason is the correct explanation.

D.Both assertion and reason are correct but reason is not the correct explanation.

10. Through this channel, the producers supply the products direct to the consumers. The producer, here either supplies directly to the consumer or through its retail outlets. An ordinary single bakery, Frontier Biscuits, Bata Shoe Company, etc. are the examples of this type of channel. Identify the distribution channel.

A.Zero level.

B.One level

C.Two level

D.Three level

## **II.DESRIPTIVE TYPE QUESTIONS:**

11.Define: Market. How market can be classified?

12.Rahul has recently started an online platform for marketing the handicrafts made by the tribal communities of Bastar.

(i)What type of enterprise Rahul started?

(ii)Define the form of business identified in (i)

13.State the focus of modern market – market of 70s and 80s.

14.State the difference between e -business and e commerce.

15. How Products can be classified?

16.State the factors to be considered while selecting the modes of distribution.

17. E-business's growing popularity is because of the role it plays especially for the promotion of the business community. In the light of this statement, explain the role of e-business.

18.Define: Micro Environment. Discuss the components of Micro Environment.

19.Discuss the Macro Environment Factors.

20.Define: Market Research. State the uses of information generated through MR.

21.What are the steps involved in conducting market research?

22.State different Methods of pricing that can be used by the enterprise.

23. Briefly explain the concept of Market survey.

24. Explain the steps involved in conducting market survey.

25. The basic objective of a market survey is to collect information on various aspects of the business. As it involves gathering, recording and analyzing the data regarding the utility and marketability of the product. Explain the importance of Market survey.

26. 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.

(i) Which distribution channel is used by Arvind?

(ii) Discuss the other distribution channels.

27. Define Promotion Mix. State the role of Promotion Mix.

28. Anuj opens a grocery store. To advertise his shop in the local market he announces free coupons worth Rs 100/- and 200/- on a purchase of goods Rs. 1000/- and above.

(i) Which element of promotion mix is being used by Anuj?

(ii) Discuss the other tools of promotion mix?