

National Institute of open schooling
Senior Secondary Course : Business Studies
Lesson 19 : Introduction To Marketing
Worksheet – 19

1. Marketing helps business to keep pace with the changing taste, fashions and preferences of the customer. Share your view in regard to this statement?
2. Do you know traditionally marketing emphasizes on promotions and sale of goods and services what you think? Explain?
3. The term marketing and selling are related but not synonymous share your understanding.
4. Mrs. Mira wants to start practicing marketing. Help her to understand the basic objective of marketing.
5. Explain in 60 words how marketing is important to consumers.
6. Marketing starts much before the actual production. What do you understand by this statement?
7. What are those activities that direct the flow of goods and services from producers to consumers?
8. If you have to promote any kind of product, what activities you will include in promotion.
9. Mr. X is a successful mother and wants to develop standard goods with respect to shape, design, etc. Help him to know about standardization and grading.
10. Share your view about Branding of product is important for sale of product?