

**National Institute of open schooling**  
**Senior Secondary Course : Business Studies**  
**Lesson 20 : Marketing Mix**  
**Worksheet – 20**

1. Mr. Ashok is a marketing manager and is not aware with planning of marketing activities. Help him to know about major decision while planning market activities?
2. “Customer is considered as the king of the marketing” explain?
3. What do you understand by the term 4 Ps and how it is related to marketing mix?
4. Mr. X buys a washing machine and its helps him in washing clothes. How this can be classified?
5. Share your views that the same product can be classified as consumer goods as well as industrial goods.
6. Mrs. Sunita opens up a shopping complex and she wants to brand the product. Explain the meaning and process the brand the product.
7. Mr. Faizal is a vegetables seller and increases the prices of onion due to high demand. Which method of price fixation is being referred?
8. Where there is a set of people and firm involved in transfer of title to a product as the product moves from producer to consumer or user?
9. Mr. Ayansh has to choose 5 different kinds of products. Help him to choose the product according to durability, tangibility, industrial good and consumer good, non tangible good.
10. Mrs. Rita has to sell the toys in the local market and in the near town. Explain her to analyze proper distribute channel?