



**INDIAN SCHOOL DARSAIT
DEPARTMENT OF COMMERCE**

Subject : MARKETING		Topic : Product - 1		Date of Worksheet : _____	
Resource Person: D.Devipriya Sunderraj				Date : _____	
Name of the Student : _____		Class & Division : _____		Roll Number : _____	
1.	Define the term 'Product'.				2
2.	Define Product Line. Give a suitable example.				2
3.	What is a Product Mix?				2
4.	What is the meaning of product width?				2
5.	What do you mean by Product depth?				2
6.	Give important classifications of goods along with basis of classification.				2
7.	Give the classes of consumer goods.				2
8.	How do you classify industrial goods?				2
9.	Distinguish between consumer goods and industrial goods.				2
10.	What are convenience goods? What are different types of convenience goods?				3
11.	What is meant by 'Consumer products'? Give examples.				3
12.	What are the various objectives of Product?				3
13.	What are the different layers of a product?				3
14.	Discuss the importance of product as an element of Marketing Mix.				3
15.	Define shopping goods. Give important characteristics of shopping goods.				3
16.	What are specialty goods? Mention the important features of specialty goods.				3
17.	What are unsought goods?				3

18.	What are convenience products? How are these different from shopping products?	5
19.	Explain the different types of industrial goods.	5
20.	Explain the significance of Product Life Cycle to a marketer.	5
21.	What are the various marketing strategies adopted by a marketer in different stages of a Product Life Cycle?	5
22.	Explain the concept of Product Life Cycle with the help of a diagram.	5
23.	Explain the advantages of Product Life Cycle.	5