



# INDIAN SCHOOL DARSAIT DEPARTMENT OF COMMERCE



Subject : Marketing	Topic : Marketing Concept	Date of Worksheet : _____
Resource Person:EktaGautam	Date : _____	
Name of the Student : _____	Class & Division : _____	Roll Number : _____

S.No.		Marks
1.	Give any two points of difference between marketing and selling.	2
2.	What is Societal Marketing concept?	2
3.	State the important features of Production concept.	2
4.	Define target market. Give an example.	2
5.	Briefly explain Product concept.	2
6.	Explain the term integrated marketing.	2
7.	Differentiate between production concept and product concept on the basis of 'focus'.	2
8.	Explain 'Product Planning and Development' as an important function of marketing.	2
9.	How does salesmanship facilitates process of exchange?	2
10.	"Storage of goods in warehouses has become an indispensable service these days". Explain the statement highlighting the importance of storage in marketing.	3
11.	Explain the objectives of marketing management.	3
12.	What are the benefits of following the marketing concept?	3
13.	What are the limitations in implementing marketing concept?	3
14.	Explain the difference between marketing concept and selling concept.	5
15.	Define Marketing concept. What are the four pillars on which the marketing concept is based? Explain them.	5