

BAL BHARATI PUBLIC SCHOOL, PITAMPURA

CLASS 12 BUSINESS STUDIES 2020-2021

TEXTBOOK: BUSINESS STUDIES NCERT PART -2

CHAPTER: MARKETING MANAGEMENT
TOPIC: PRICING

STEP 1: Revision of previous topics covered in Consumer Protection and Marketing Management.

NAME: _____

BUSINESS STUDIES, CLASS-12
REVISION SHEET NO 3
CONSUMER PROTECTION
MARKETING MANAGEMENT

Maximum Marks: 10

1.	Which of the following is not a part of the three-tier grievance redressal machinery? a. International Commission b. National Commission c. State Commission d. District Forum	1												
2.	Who of the following cannot file a complaint? a. Individual consumer b. Consumer association that has not been recognized c. Central government d. State government	1												
3.	Match the following terms related to packaging	4												
	<table border="1"><tr><td>1.</td><td>Product immediate container</td><td>a.</td><td>Packaging</td></tr><tr><td>2.</td><td>Packaging components necessary for storage</td><td>b.</td><td>Primary package</td></tr><tr><td>3.</td><td>Act of designing the container or wrapper</td><td>c.</td><td>Secondary packaging</td></tr></table>	1.	Product immediate container	a.	Packaging	2.	Packaging components necessary for storage	b.	Primary package	3.	Act of designing the container or wrapper	c.	Secondary packaging	
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	4.	Additional layer of protection	d.	Transportation packaging		
4.	Match the following characteristics of a good brand name with its objective					4
	1.	To differentiate from the other products	a.	Adaptable		
	2.	To not get out of date	b.	Versatile		
	3.	To accommodate new product	c.	Distinctive		
	4.	To advertise the product conveniently	d.	Staying power		

STEP 2: Read the following topics to be covered in the Chapter: Marketing Management from NCERT and underline keywords/value points.

- i) Pricing
- ii) Significance of Pricing
- iii) Factors affecting Price Determination

STEP 3: Watch videos through the given link

• Pricing	https://youtu.be/MQfCKWvbWY
• Marketing Management Part – 3 Price	https://youtu.be/-Qc835aJ2f0

STEP 4: Revise the chapter through the pdf link provided under the heading ‘Marketing Management Part – 3 Price’ above.

STEP 5: Attempt the given assignment.

NAME: _____

**BUSINESS STUDIES, CLASS-12
PRACTICE SHEET NO 4
MARKETING MANAGEMENT
PRICE**

M. Marks: 25

1.	A company has to decide about its price policy, credit policy, terms of payment etc. Name the concept which this company is trying to decide.	1
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2.	<p>The only element of marketing mix, which generates revenue is called</p> <ul style="list-style-type: none"> a. Product mix b. Place mix c. Price mix d. Promotion mix 	1
3.	<p>Price of a product can be fixed by considering</p> <ul style="list-style-type: none"> a. Press Relations b. Mobility of a sales person c. Marketing Methods used d. Consumer Attention 	1
4.	<p>Pricing objectives does not include</p> <ul style="list-style-type: none"> a. Market Share Leadership b. Surviving in a competitive c. Cover the entire cost of a product d. To deliver goods to rural areas 	1
5.	<p>Why is pricing an important factor affecting the success or failure of a product in the market?</p> <hr/> <hr/> <hr/> <hr/> <hr/>	3
6.	<p>State whether following statements are True/False</p> <ul style="list-style-type: none"> a. The price set for the product must reflect only the interest of the seller. _____ b. To maximize profits in short run, XYZ Ltd. should charge high price of each unit of note pad it sells. _____ c. Government declared petrol as an essential product. It has all the rights to fix its price. _____ d. Production cost is the only important component while fixing up the price. _____ 	4

