



General Instructions:

1.Total 18 marks

2.All questions are compulsory

Class 11 Marketing

Revision Worksheet 1

1. Define Product. 2

2. What is the role of environment scanning in business environment? 4

3. What are the features of market? 3

4. What is the scope of places in Marketing? Give examples for place marketing. 3

5. What is the difference between production and product concept? 2

6. Explain the need of marketing to society? 4

