

PRINCIPLES OF BUSINESS

Grade 10

Room 27: Group 5

INSTRUCTIONS: Select one word or phrase from the list below and place in on the line beside the corresponding statements.

Marketing Mix

Price

Industrial good

Consumer goods

Place

Cost based pricing

Durable goods

Intangible goods

Product

Promotion

1. The crucial decision area of marketing that has direct effect on demand for the product and profitability of the firm.
2. The ingredient of marketing mix relating to informing, persuading and influencing a consumer to make choice of the product to be bought.
3. Products which are used for a long period.
4. Goods meant for consumption or use as inputs in production of other products or provision of some service.
5. The component of marketing that relates to channels of distribution.
6. The goods and services offered by the organisation for sale.
7. The set of controllable variables that a company uses to influence consumer's response to a product or service.
8. Goods made for personal consumption.
9. Services offered for sale to consumers.
10. The price of the product is fixed by adding the amount of desired profit margin to the cost of the product.