Question 31. Give some examples of raw materials needed for industrial products.
Answer:. Screws, nuts, bolts, nails, iron sheets, pipes, steel rollings, various metals, etc.

Question 32. Name some convenience products.
Answer: Convenience products include toothpicks, newspapers, toothbrush, cases of small products, bags, etc.

Question 33. List some shopping products.
Answer: Shopping products include trousers, shirts, pants, frocks, furniture; small electronic items,

Question 34. Name some non-durable products.
Answer: Non-durable products include vegetables, milk, tobacco, cigarettes, shampoo, fruits, soaps, milk products, etc.

Question 35. Mention the various classes of Product Mix.
Answer: Product mix includes services, consumer product and industrial products.

Question 36. Name some products, which require after-sales services.
Answer: Scooters, cars, motorcycles, televisions, music systems, sewing machine, etc. require after sales service.

Question 37. What do you understand by the term Market Mix?
Answer: Market Mix is the aggregate of activities like product, distribution, etc., which are undertaken for attaining the predetermined goals in the marketing.

Question 38. Mention two factors affecting pricing of the commodity.
Answer: Cost of production, goals of firm, prevalent competition etc. affect the price of the commodity.

Question 39. An entrepreneur charges different prices from different categories of the customers. What type of pricing is it?
Answer: It is variable pricing.

Question 40. An entrepreneur introduces a new product with very low price. What type of pricing is it?
Answer: It is penetrating pricing.

Question 41. An entrepreneur launches a new product in the market with high price. Identify the type of pricing.
Answer: It is skimming price method.

Question 42. In which method of pricing bargaining plays an important role?
Answer: Variable Price Method.

Question 43. What is meant by 'Employment'?[CBSE Delhi 2015]
Answer: An activity in which an individual works regularly for others and gets remuneration in return.

*********** END *********