

## CLASS XII MARKETING

### Holiday home work

- Q1. Why active listening is helpful for any person?
- Q2. Explain the factor affecting active listening.
- Q3. Explain the barriers to active listening.
- Q4 Explain the importance of product
- Q5. Explain the following: (a) augmented product (b) customized product (c) differentiated product
- Q6. What are the functions of packaging? Explain various packaging strategies.
- Q7. Explain the various stages of product life cycle on the basis of sales, cost, profits, customers and competitors
- Q8. Explain speciality and unsought product.