

Focus High School

SSS1 Arts and Commercial

Marketing

HOLIDAY ASSIGNMENT

Instruction: Answer all questions

1a. What is Merchandising? b. State two functions of merchandising.

2. What is Packaging? b. Highlight 2 importance of Packaging

3. What is Promotion in Marketing?

4. State 3 advantages and 2 disadvantages of Online Advertising

5. Explain the following pricing strategies :

i. Economy pricing ii. Price skimming iii. Penetrating pricing.