

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.