

CBSE Class 12 Marketing Question Paper (Memory Based)

Time Allowed :3 Hour	Maximum Marks :70	Total Questions :24
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General Instructions

Read the following instructions very carefully and strictly follow them:

- Answers to this Paper must be written on the paper provided separately.
- You will not be allowed to write during the first 15 minutes
- This time is to be spent in reading the question paper.
- The time given at the head of this Paper is the time allowed for writing the answers,
- The paper has four Sections.
- Section A is compulsory - All questions in Section A must be answered.
- You must attempt one question from each of the Sections B, C and D and one other question from any Section of your choice.

1. What is the difference between a Generic Product and a Potential Product?

2. Explain how labelling acts as a "silent salesman" for a brand.

3. What are the three essential components of a product?

4. Discuss the characteristics that should be kept in mind while choosing a good brand name.

5. Define Product Bundling and give an example of how it is used by marketers.

6. Briefly explain the different stages of the Product Life Cycle (PLC).

7. Explain the difference between Market Skimming and Market Penetration pricing strategies.

8. What is Cost-plus Pricing, and how is it calculated?

9. Discuss the factors that influence the fixation of price for a product.

10. Define Psychological Pricing and provide a real-life example.

11. What are the functions of a wholesaler in the distribution chain?

12. Distinguish between Direct and Indirect channels of distribution.

13. Identify the level of channel starting from Producer to Retailer to Consumer.

14. Discuss the factors that determine the choice of a distribution channel for a firm.

15. What is Integrated Marketing Communication (IMC), and why is it important?

16. Discuss the advantages and disadvantages of Social Media Marketing.
