CBSE Class 12 Marketing 2007 - Set 203/1

Question Paper

Conducted by the Central Board of Secondary Education (CBSE)

Time Allowed: 3 Hours **Maximum Marks: 60**

General Instructions

(i) All questions are compulsory.
(ii) Marks allotted to questions are indicated against each of them.
(iii) The answers to question nos. 1 to 4 should be given in about 160 words,
(iv) The answers to question nos. 5 to 8 should be given in about 70 words.
(v) The answers to question nos. 9 to 16 should be given in about 30 words.

Questions

1. What do you understand by branding of a product ? What are its advantages to the marketers ? Explain.

2. What is a 'product life cycle' ? How does it help in determining strategies for the promotion of a product ?

3. What methods can be used for the promotion of goods and services ? Explain.

4. What is cost based pricing ? Explain its advantages and limitations.

5. What are important characteristics of industrial products ? How are these different from consumer products ? Explain.

6. What services are performed by retailers, in the distribution of products ? Explain.

7. Describe important features of advertising. Also discuss its limitations.

8. What factors determine the fixation of price of a product by a company ? Explain.

9. What are 'speciality products' ? How are these different from shopping products? Explain.

10. What channels of distribution would you suggest for the distribution of ball pens? Give reasons for your answer.

11. Explain buying motives for following products : (a) Radio (b) Wooden furniture (c) Shoes

12. What do you mean by price of a product ? What role does it play in the sale of a product ?

13. Distinguish between durable and non-durable consumer goods.

14. Give any four points of difference between a departmental store and a multiple chain store.

15. What is demand based pricing ?

16. Give two examples of products for which 'direct selling' is used.

- End of Question Paper -