CBSE Class 12 Marketing 2007 - Set 203

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 questions no. 1 to 4 should be given in about 160 words.
(iv) The answers to questions no. 5 to 8 should be given in about 70 words.
(v) The answers to questions no. 9 to 16 should be given in about 30 words.

Questions

1. What is the importance of packaging in the successful marketing of goods and services ? What are different levels of packaging ? Explain.

2. What role do middlemen play in the marketing of goods and services ? Explain.

3. What is the role of promotion in marketing of goods and services ? Explain with the help of suitable examples.

4. What are the methods for the determination of price of a product or service ? Explain.

5. How are consumer products classified on the basis of durability ? Explain.

6. State the functions of a wholesaler.

7. Distinguish between advertising and personal selling.

8. What role do discounts and allowances play in the sale of a product ? Discuss the types of discounts offered by marketers for their products.

9. What are convenience products ? Explain their distinguishing features with the help of suitable examples.

10. State the advantages of multiple-chain stores.

11. What is meant by buying motives of consumers ? State any two buying motives.

12. Discuss the advantages of cost-based method of determination of price of a product.

13. List the stages in the product life cycle of a consumer product.

14. List any four factors that are considered in the selection of channels for a product.

15. List the important methods of promotion of goods and services.

16. List any four factors that determine the setting of price of a product.

- End of Question Paper -