CBSE Class 12 Marketing 2010 - 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) Answers should be brief and to the point.

Questions

1. How does the study of Product Life Cycle help an organisation in determining its marketing strategies ? Explain with the help of suitable examples.

2. Explain the importance of channels of distribution in the marketing of products and services.

3. What are 'buying motives' ? What buying motives can be there for the purchase of (i) mobile phone (ii) hair shampoo ? Explain.

4. What is meant by demand based pricing ? Give examples of situations where demand based pricing is practised.

5. What role do discounts and allowances play in the marketing of shopping products ? Explain with the help of suitable examples.

6. What are the merits and limitations of advertising ? Explain.

7. Explain any four functions of a retailer.

8. What are the distinguishing features of 'Industrial Products' ? Explain with suitable examples.

9. Explain the merits and limitations of branding of a consumer product.

10. What types of retailers are available in India ? Explain.

11. What methods are commonly used for the promotion of industrial products ? Explain.

12. List the merits of using discounts and allowances with promotion of consumer products.

13. List any four important features of convenience products.

14. List any four channels commonly used for the distribution of consumer durable products.

15. List any four advantages of advertising.

16. List methods of competition based pricing.

- End of Question Paper -