# CBSE Class 12 Marketing 2011 - 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) Answers should be brief and to the point.

## Questions

1. What is meant by 'Industrial Products' ? Give any four examples of 'Industrial Products'.

2. Give the meaning of 'Direct Channel of Distribution'. List any two products for which direct channel of distribution may be suitable.

3. What is meant by 'Advertising' ? State any two features of 'Advertising'.

4. How does competition affect the price of a product ?

5. State any three characteristics of 'Convenience Products'.

6. Give any three points of distinction between 'Wholesale Trade' and 'Retail Trade'.

7. Explain 'Mass Reach' and 'Economy' as merits of advertising.

8. What is meant by 'Pricing' ? How discount and allowances affect the net price of a product ?

9. Describe the advantages of 'Branding' to 'Marketers'.

10. State any two advantages and any two limitations of 'Consumer Co-operative Stores'.

11. Explain any four points of importance of 'Personal Selling' to businessmen.

12. Describe the objectives of pricing.

13. Explain the importance of 'Packaging'.

14. Describe the role of middlemen in the channel of distribution.

15. Explain any three merits and any three demerits of newspaper advertising.

16. Describe 'Demand based' and 'Cost based' methods of pricing.

**- End of Question Paper -**