CBSE Class 12 Marketing 2011 - 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. What is meant by 'Consumer Products' ? Give any four examples of 'Consumer Products'.

2. Give the meaning of 'Channels of Distribution'. State any two functions performed by 'Channels of Distribution'.

3. What is meant by 'Promotion' ? State any two points of importance of 'Promotion'.

4. How does the demand for a product affect its price ?

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

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

7. Explain any two limitations of advertising.

8. Explain any two factors that affect the price of a product.

9. What is meant by a 'Brand' ? Describe any three advantages of 'Branding' to customers.

10. State any two advantages and any two disadvantages of 'Multiple Shops' as a form of retail trade.

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

12. Describe the importance of pricing as an element of marketing mix.

13. Different levels of 'packaging' play important roles in making a product more successful. Explain these levels of 'packaging'.

14. Explain the features of a departmental store.

15. Describe any four commonly used 'Sales Promotion' activities.

16. Explain 'cost based' and 'competition based' methods of pricing.

- End of Question Paper -