CBSE Class 12 Marketing 2012 - 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 competition based pricing ?

2. Give any two points of distinction between consumer products and industrial products.

3. What do you understand by the term 'product' ?

4. What do you mean by retail trade ?

5. State any four points of importance of promotion in the marketing of goods and services.

6. What is demand based pricing ?

7. State the factors that affect the choice of mode of advertisement.

8. State the methods of determining the prices of goods and services.

9. What role do wholesalers play in the distribution of agricultural products ?

10. Specify distinguishing features of shopping products and convenience products.

11. What is a brand name ? How is it different from Brand Mark ? Give example.

12. Discuss the advantages and limitations of Multiple Shops.

13. What is advertising ? What role does it play in the promotion of products and services ? Explain.

14. Explain the factors affecting determination of prices of industrial products.

15. What are the factors affecting price of consumer products ? Explain.

16. What is product life cycle ? What strategies would you recommend for marketing a product in the maturity stage ?

17. What is the role of intermediaries in the distribution of products and services ? Also specify the types of intermediaries.

18. What do you mean by publicity ? How is it different from advertising ? Explain with suitable examples.

- End of Question Paper -