CBSE Class 12 Marketing 2013 - 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. How does discount allowed affect the price of a product ?

2. Give the meaning of 'promotion'.

3. Define channel of distribution.

4. What is meant by retail trade ?

5. What do you understand by product life cycle ?

6. Define an industrial product.

7. State the characteristics of shopping products.

8. Briefly explain the different types of indirect channels of distribution.

9. Describe briefly the merits of personal selling.

10. Briefly explain the importance of pricing in marketing.

11. How do the pricing objectives of a firm affect the price of a product ? Explain.

12. Briefly describe any four modes of advertising.

13. Explain in brief the functions performed by a wholesaler.

14. Briefly explain the advantages of chain stores.

15. Specify distinguishing features of and give two examples each of convenience products and speciality goods.

16. What are the advantages of branding to marketers ? Explain briefly.

17. Explain the limitations of advertising as a tool of promotion.

18. Describe the different methods of price determination.

- End of Question Paper -