CBSE Class 12 Marketing 2015 - 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. Define an industrial product.

2. Define branding.

3. What is meant by advertisement ?

4. Briefly describe the cost-based method of pricing.

5. What is meant by retail trade ?

6. Give any two points of importance of packaging.

7. Briefly explain the importance of pricing in marketing.

8. Briefly explain the functions of wholesalers.

9. Why is branding required for a product ?

10. What is meant by publicity ? What is the role of publicity in promotion ? Explain briefly.

11. What is meant by product life cycle ? What are its stages ? Explain.

12. Differentiate between advertising and sales promotion.

13. Explain the factors which affect price determination.

14. State the features of convenience goods and speciality goods. Also give two examples of each type.

15. What are the advantages of packaging to the consumers ? Explain briefly.

16. What are different buying motives and how can their use be made in advertisement ? Explain briefly.

17. Explain the different types of discounts and allowances allowed to customers.

18. Describe the various modes of advertisement. Also state their merits.

- End of Question Paper -