CBSE Class 12 Marketing 2015 - Set 203R

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 'product' ?

2. Give the meaning of 'packaging'.

3. Mention any two points of importance of retailers.

4. What is meant by discount and allowances ?

5. Define channel of distribution.

6. Give any two points for importance of publicity.

7. Briefly explain the importance of promotion in marketing.

8. Briefly explain the role of middlemen.

9. Briefly describe the merits of personal selling.

10. Explain the different types of products.

11. Briefly explain any four modes of advertising.

12. Differentiate between advertising and personal selling.

13. What is meant by 'brand' ? State any four characteristics of a good brand.

14. Explain the direct and indirect channels of distribution.

15. How is cost-based pricing different from demand-based pricing ? Explain.

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

17. What is meant by 'pricing' ? Explain the importance of pricing in marketing.

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

- End of Question Paper -