CBSE Class 12 Marketing 2015 - Set 307

Question Paper

Conducted by the Central Board of Secondary Education (CBSE)

Time Allowed: 3 Hours **Maximum Marks: 60**

General Instructions

(i) This question paper is divided into four sections.
(ii) Section A contains 9 questions carrying 1 mark each. Answer all these questions.
(iii) Section B contains 12 short answer type questions carrying 2 marks each. Answer any ten of these questions.
(iv) Section C contains 9 short answer type questions carrying 3 marks each. Answer any seven of these questions.
(v) Section D contains 4 long answer type questions carrying 5 marks each. Answer any two of these questions.

Section A

1. Which type of good is jewellery ?

(A) Convenience (B) Unsought
(C) Speciality (D) Shopping

2. With which are Labelling and Packaging associated ?

(A) Price mix (B) Product mix
(C) Promotion mix (D) Place mix

3. Which of the following products is bought for further processing ?

(A) Consumer product (B) Service
(C) Industrial product (D) Speciality product

4. The process of designing, managing and improving the movement of products through the supply chain is called

(A) Logistics (B) Packaging
(C) Raw materials (D) Marketing

5. Products that are usually purchased due to adversity and high promotional back-up rather than desire are called

(A) Speciality goods (B) Unsought goods
(C) Unique goods (D) None of the above

6. To which of the following are order processing decisions related ?

(A) Product (B) Distribution
(C) Promotion (D) Price

7. The characteristic of services that states that quality of services depends on who, where and how they are being provided, is called

(A) inseparability (B) variability
(C) non-variability (D) None of the above

8. Which of the following refers to the goods and services offered by the organization ?

(A) Sales (B) Product
(C) Marketing (D) Promotion

9. Which of the following is not one of the distinct characteristics of service ?

(A) Intangibility (B) Perishability
(C) Tangibility (D) Inseparability

Section B

Answer any ten questions from this section.

10. Define marketing.

11. What is meant by personal selling ?

12. What is pricing ?

13. What is meant by marketing of services ?

14. What is a Product ?

15. What is a Trademark ?

16. Define advertisement.

17. List out the uncontrollable factors under pricing.

18. Define distribution.

19. What is product life cycle ?

20. Define sales promotion.

21. State any two factors determining the price of a product.

Section C

Answer any seven questions from this section.

22. Write down the basic features of services.

23. Explain any one method of pricing.

24. State the modes of advertising.

25. Give the classes of consumer goods.

26. What is the role of middlemen ?

27. Explain the extended elements of extended marketing mix.

28. Explain shopping product and its features.

29. What is Branding ? Explain its features.

30. Write down the basic features of marketing.

Section D

Answer any two questions from this section.

31. Explain the concept of product life cycle with the help of a diagram.

32. What is promotion ? Explain the various modes of promotion.

33. Discuss the various methods of price determination.

34. Explain discount and allowances in pricing.

- End of Question Paper -