CBSE Class 12 Marketing 2017 - Set 307 - Compartment

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. Products that are relatively inexpensive and are purchased frequently with minimal effort can be classified as _____ products :

(A) Shopping
(B) Convenience
(C) Industrial
(D) Specialty

2. A fundamental part of the distribution function is to get the product :

(A) To the right place at the right time
(B) Launched into new markets
(C) To intermediaries
(D) To market to avoid channel conflict

3. The _____ identifies the product or brand.

(A) Container
(B) Label
(C) Advertisement
(D) Warranty

4. Which one of the following activities refers to distribution of products ?

(A) Selling activities
(B) Advertising activities
(C) Promotion activities
(D) Place or distribution activities

5. _____ is the basic property of a service which makes it different from a product.

(A) colour
(B) size
(C) expensive
(D) intangibility

6. All of the following are the examples of unsought goods EXCEPT :

(A) Course books
(B) Encyclopaedia
(C) Funeral plots
(D) Insurance policy

7. When a company distributes its products through a channel of distribution that includes one or more resellers, this is known as _____ .

(A) indirect marketing
(B) direct marketing
(C) multi-level marketing
(D) integrated marketing

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

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

9. This is the amount that the customer has to pay to receive a good or service :

(A) Price
(B) Display price
(C) Discount price
(D) Retail price

Section B

Answer any ten questions from the following :

10. Distinguish between marketing and selling on any three basis.

11. What is meant by a retailer ?

12. State any two functions of labeling.

13. Explain briefly the role of Channels of distribution.

14. What is meant by product life cycle ?

15. State any two features of luxury products.

16. What is meant by product standardization ?

17. What is meant by sales discount and allowances ?

18. Why is pricing an important element in marketing mix ? Explain briefly.

19. State any two limitations of online marketing.

20. List the various modes of transport.

21. What is meant by publicity ?

Section C

Answer any seven questions from the following :

22. State uncontrollable factors under pricing.

23. What is meant by personal selling ? How is it different from sales promotion ?

24. What is zero level of distribution and how does it work ?

25. Explain briefly the elements of extended marketing mix.

26. How is Facebook is used for social media marketing ? Describe briefly.

27. Explain the factors affecting choice of place under distribution.

28. State any three features of unsought goods.

29. State the features of service marketing.

30. State any three benefits of using a product.

Section D

Answer any two from the following :

31. Describe briefly the distribution channels that can be used for a heavy industrial product.

32. Describe briefly the various elements of promotion.

33. "Online marketing means hassle free marketing." Explain.

34. Briefly explain the disadvantages of advertising.

- End of Question Paper -