# CBSE Class 12 Marketing 2017 - 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

*Answer all the questions from this section :*

**1.** Which of the following is not an element of promotion mix ?

(A) Advertising
(B) Personal selling
(C) Direct marketing
(D) Labelling

**2.** Avon, Amway and Tupperware use which of the following forms of channel distribution ?

(A) Direct marketing channel
(B) Indirect marketing channel
(C) Forward channel
(D) Fashion channel

**3.** Which of the following is another term or phrase for a marketing channel ?

(A) Customer value delivery system
(B) Push-Pull system
(C) Service system
(D) Flow system

**4.** Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or a need is called a/an

(A) Idea
(B) Demand
(C) Product
(D) Service

**5.** Which basic property of a service makes it different from a product ?

(A) Shape
(B) Size
(C) Very expensive
(D) Intangibility

**6.** Which of the following products is most likely to be purchased through routine decision-making ?

(A) Television set
(B) Soft-drink
(C) Shirt
(D) Car

**7.** A consumer contest is an example of

(A) Personal selling
(B) Sales promotion
(C) Advertising
(D) Indirect selling

**8.** Which one of the following is a best example of human need ?

(A) Food
(B) French-fries
(C) Burger
(D) Pizza

**9.** Which of the following is not included in product decisions ?

(A) Styling
(B) Brand name
(C) Warehousing
(D) Packaging

## Section B

*Answer any ten questions from this section.*

**10.** Define core product with the help of an example.

**11.** State any two points of importance of pricing.

**12.** Define advertising.

**13.** How does break-even-pricing work ?

**14.** State any two functions of retailers.

**15.** Define online marketing.

**16.** Define contest and sweepstakes.

**17.** What is meant by augmented product ?

**18.** Define place under marketing mix.

**19.** What is meant by zero level of distribution ?

**20.** Define packaging and labelling.

**21.** Why is promotion required for marketers ? Explain briefly.

## Section C

*Answer any seven questions from this section.*

**22.** State any three features of service marketing.

**23.** What are controllable factors of pricing ? Explain briefly.

**24.** State any three functions of intermediaries.

**25.** State any three factors that must be considered for promotion.

**26.** State the various levels of a product.

**27.** Explain briefly the role of packaging for a product.

**28.** Explain briefly product mix as an element of marketing mix.

**29.** Why is place an important element under marketing mix ? Explain.

**30.** Distinguish between services and goods.

## Section D

*Answer any two questions from this section.*

**31.** Briefly describe the different types of channels of distribution.

**32.** How does online marketing work for marketers and consumers ? Explain briefly.

**33.** What is meant by promotion mix ? Explain briefly the various elements of promotion mix.

**34.** Briefly describe the various pricing strategies.

**- End of Question Paper -**