

CBSE Class 12 Marketing 2019 - 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 contains 33 questions, out of which the candidate needs to attempt only 25 questions.
- (ii) The question paper is divided into two sections.
- (iii) Section A: Questions 1–12 are multiple choice/fill in the blank questions carrying 1 mark each; answer any ten. Questions 13–19 are very short answer questions carrying 2 marks each; answer any five. Questions 20–26 are short answer questions carrying 3 marks each; answer any five.
- (iv) Section B: Questions 27–33 are long answer/essay type questions carrying 5 marks each; answer any five.

Section A

Answer any ten of the following questions :

1. Which one of the following is an element of marketing mix ?

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|-------------|----------------|
| (A) Finance | (B) Management |
| (C) Product | (D) Accounting |

2. Which one of the following is not an example of industrial product ?

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|------------|----------------------|
| (A) Shirt | (B) Leather |
| (C) Cotton | (D) Office Equipment |

3. Sales tend to decline after this stage in the life of a product :

- | | |
|------------------|--------------|
| (A) Introduction | (B) Growth |
| (C) Saturation | (D) Maturity |

4. Under which of the following pricing policies, a very low price is set to attract as many buyers as possible ?

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|-----------------|-----------------------|
| (A) Competitive | (B) Discriminatory |
| (C) Penetrating | (D) Follow the leader |

5. It is that marketing policy under which the manufacturer of an article places restriction on the price at which it shall be sold by one intermediary to another intermediary and ultimately to the consumers.

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|----------------------------------|-------------------------------------|
| (A) Follow the Leader Policy | (B) Resale Price Maintenance Policy |
| (C) Non-Competitive Price Policy | (D) Marginal Cost Price Policy |

6. They purchase goods in large quantities from the manufacturers and sell them in small lots directly to the consumers :

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|---------------------|-------------------------|
| (A) Small retailers | (B) Departmental stores |
| (C) Wholesalers | (D) None of the above |

7. He sells goods in the name of and on the risk of some other trader.

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|----------------------|------------------|
| (A) Commission Agent | (B) Auctioneer |
| (C) Retailer | (D) Manufacturer |

8. Which of the following is true with regard to Newspaper Advertising ?

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|---|--|
| (A) It has a longer life. | (B) It has limited coverage. |
| (C) The cost of advertisement per reader is relatively low. | (D) All types of people including illiterates can be approached. |

9. Personal Selling and Newspaper Advertising are similar in this respect.

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|--|---|
| (A) Prospective customers are personally contacted. | (B) The purpose is to persuade the prospective customers to buy the company's products. |
| (C) Message can be conveyed to lots of people at a time. | (D) The products may be displayed or demonstrated. |

10. Which one of the following advertising media has all these characteristics ? Wide circulation, Short life, Moderate cost, Limited to literates

- | | |
|----------------|---------------|
| (A) Newspapers | (B) Magazines |
| (C) TV | (D) Radio |

11. Out of the following, this is a characteristic of service :

- | | |
|-----------------------------------|--|
| (A) It can be stored. | (B) There is simultaneous performance and consumption. |
| (C) It can be touched and viewed. | (D) It can be standardised. |

12. This term cannot be used for Internet marketing.

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|-----------------------|---------------------------|
| (A) Online marketing | (B) Web marketing |
| (C) Digital marketing | (D) Traditional marketing |

Answer any five of the following questions :

13. Distinguish between Broker and Commission Agent.

14. Describe that channel of distribution which is the shortest and simplest.

15. State any two services provided by wholesalers to manufacturers.

16. Write any two objectives of Promotion.

17. State two advantages of direct mail advertising.

18. How can payment for goods be received by the seller when the goods are sold online ?

19. State two limitations of Social Media Marketing.

Answer any five of the following questions :

20. What are consumer goods ? Explain three types of consumer goods giving suitable examples.

21. What do you understand by standardisation ? State any two advantages of standardisation.

22. Explain the cost plus method of pricing.

23. State two advantages and one disadvantage of Mail Order Business.

24. Describe briefly any three sales promotion techniques.

25. What are the difficulties in the marketing of services ? Explain any three.

26. Distinguish between Skimming the cream and Penetrating price policies.

Section B

Answer any five of the following questions :

27. What is Packaging ? State the advantages of packaging.

28. Explain any five factors affecting price determination.

29. What is outdoor advertising ? What are its advantages and disadvantages ?

30. What factors should be considered while selecting advertising media ?

31. What are the characteristics of a good copy of advertisement ?

32. What qualifications and qualities should a salesman possess ? State in brief.

33. How is selling through Internet helpful to buyers and sellers ?

- End of Question Paper -