

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. Furniture, T.V. sets, Refrigerators are the examples of the following type of goods :

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|-----------------|----------------|
| (A) Shopping | (B) Speciality |
| (C) Convenience | (D) Industrial |

2. Office equipment falls under this category of products :

- | | |
|----------------|-----------------|
| (A) Consumer | (B) Industrial |
| (C) Speciality | (D) Convenience |

3. Out of the following, this will be suitable for packaging oil :

- | | |
|----------------|-------------------|
| (A) Wooden Box | (B) Cardboard box |
| (C) Sack | (D) Bottle |

4. The policy of charging very high price in the initial stages of the life of a product is called

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|-------------------------------------|----------------------------------|
| (A) Skimming-the-Cream Price Policy | (B) Penetrating Price Policy |
| (C) Follow-the-Leader Price Policy | (D) Non-competitive Price Policy |

5. This one of the following is not an objective of pricing :

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|--|--|
| (A) To achieve target rate of return on invested capital | (B) To face competition |
| (C) To reduce the cost of raising capital | (D) To maintain or improve share of the market |

6. It is a large scale retail establishment where customers can buy almost all their requirements under one roof :

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|-----------------------|------------------------|
| (A) Multiple shop | (B) Departmental store |
| (C) Convenience store | (D) General store |

7. In this neither the buyer visits the seller's place nor the seller visits the buyer's place :

- | | |
|-------------------------|-------------------|
| (A) Departmental store | (B) General store |
| (C) Mail order business | (D) Super market |

8. In the context of Marketing Mix, promotion means

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|---|--|
| (A) Promoting a salesman to the post of Sales Manager | (B) Increasing the number of products to be sold |
| (C) Improving the quality of the products to be sold | (D) The process of persuading prospective customers to buy a product |

9. It is not one of the sales techniques :

- | | |
|-------------------|--------------------------------------|
| (A) Exhibition | (B) Distribution of the free samples |
| (C) Prize contest | (D) Advertising |

10. Which of the following statements is correct ?

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|--|---|
| (A) Advertising and Publicity are the same | (B) Advertising and Personal selling are the same |
| (C) Personal selling and Salesmanship are synonymous | (D) Advertising is included under Sales Promotion |

11. These can be produced in anticipation of demand and can be stored :

- | | |
|-----------------------|-----------------------|
| (A) Products | (B) Services |
| (C) Both of the above | (D) None of the above |

12. Facebook and You Tube are the names of _____ platforms.

- | | |
|-------------|------------------|
| (A) Railway | (B) Social Media |
| (C) Public | (D) Political |

Answer any five of the following questions :

13. Give any two points of difference between Retailers and Wholesalers.

14. Distinguish between Speciality Stores and General Stores.

15. What is Mail Order Business ?

16. State any two problems faced in marketing of services.

17. What do you mean by Internet Marketing ?

18. Explain any two advantages of Newspaper Advertising.

19. Explain any two qualities of a good salesman.

Answer any five of the following questions :

20. What are industrial products ? Give examples of any three types of industrial products.

21. What do you understand by 'Branding' ? Give any four characteristics of a good brand name.

22. Explain the importance of pricing in marketing.

23. Profit maximisation should not be the sole objective of pricing. Why ?

24. What are vending machines ? Give their merits and demerits.

25. State the advantages and drawbacks of Television Advertising.

26. Distinguish between Social Media and Paper Based Media.

Section B

Answer any five of the following questions :

27. Explain the concept of Product Life Cycle.

28. Discuss any one method of Pricing. State its advantages and disadvantages.

29. What factors would you consider while selecting the channels of distribution for a consumer product ?

30. Examine the role of middlemen in modern business. Should these be eliminated ?

31. What is Promotion Mix ? Explain its components in brief.

32. Describe the various steps in Personal Selling.

33. "If you are trying to promote your business, social media can be a huge help." Give the advantages of social media to support this statement.

- End of Question Paper -