

CBSE Question Paper – 2010

MARKETING

(Theory) Paper I

Class – XII

Time allowed: 3 hours

Maximum Marks: 60

1. How does the study of product Life Cycle help an organization in determining its marketing strategies? Explain with the help of suitable examples. 6
2. Explain the importance of channels of distribution in the marketing of products and services. 6
3. What are “buying motives”? What buying motives can be there for the purchase of (i) mobile phone (ii) hair shampoo? Explain. 6
4. What is meant by demand based pricing? Give examples of situations where demand based pricing is practiced. 6
5. What role do discounts and allowances play in the marketing of shopping products? Explain with the help of suitable examples. 4
6. What are the merits and limitations of advertising? Explain. 4

Other Educational Websites:

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7. Explain any four functions of a retailer. 4
8. What are the distinguishing features of 'Industrial Products'? Explain with suitable examples. 4
9. Explain the merits and limitations of branding of a consumer product. 3
10. What types of retailers are available in India? Explain. 3
11. What methods are commonly used for the promotion of industrial products? Explain. 3
12. List the merits of using discounts and allowances with promotion of consumer products. 3
13. List any four important features of convenience products. 2
14. List any four channels commonly used for the distribution of consumer durable products. 2
15. List any four advantages of advertising. 2
16. List methods of competition based pricing. 2

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