

MARKETING (783)
Sample Question Paper
ClassXII - 2018-19

Time: 3Hours

Max. Marks:60

General Instructions:

1. *Question paper is divided into two sections: Section-A and Section- B.*
2. **Section–A:**
 - i. *Multiple choice question/Fill in the blanks/Direct Questions of 1 mark each. Answer any 10 questions out of the given 12 questions.*
 - ii. *Very Short Answer of 2 marks each. Answer any 5 questions from the given 7 questions.*
 - iii. *Short Answer of 3 marks each. Answer any 5 questions from the given 7 questions.*
3. **Section–B:***Long/Essay type questions of 5 marks each. Answer any 5 questions from the given 7 questions.*
4. *All questions of a particular section must be attempted in the correct order.*
5. *Please check that this question paper contains 33 questions out of which 25 questions are to be attempted.*
6. *The maximum time allowed is 3 hrs.*

SECTION –A

Answer any 10 questions out of the given 12 questions:

1. Which P is a complex of tangible and intangible attributes, including packaging, colour and services that satisfy needs and wants of people? **(1)**
 - a. price
 - b. product
 - c. Promotion
 - d. Place
2. Intensity of demand for the product would be different with different desires and wants Identify the type of method of pricing **(1)**
 - a. Skimming pricing
 - b. Perceived value price.
 - c. Differential pricing
 - d. Penetration price policy
3. When diverse products belonging to same category are manufactured by a company but have different brand names is called **(1)**
 - a. Store brand
 - b. Family brand
 - c. Individual brand
 - d. Family brand

4. Which pricing method are customary pricing and price lining examples of? (1)
- Dual pricing
 - Leader pricing
 - psychological pricing
 - Prestige Pricing
5. Buying, selling and risk bearing functions performed by channels of distribution come under this category . (1)
- Facilitating function
 - Transactional function
 - Logistical function
 - none of the above
6. This type of middleman only carry complementary product lines (1)
- Agent
 - Wholesaler
 - Distributor
 - Retailer
7. This P includes the Integrated Marketing Communication, the Promotion mix .Identify it (1)
- Promotion
 - Price
 - Price
 - Product
8. The least cost per customer is a feature of (1)
- Consumer promotion
 - Trade promotion
 - Advertising
 - Personal selling
9. Which of these is not a characteristic of services? (1)
- Intangibility
 - non- perishability
 - simultaneity
 - Heterogeneity
- 10.What is the full form of ICT? (1)
- Information Communication Technique
 - Information Communication Technology
 - Information Communication Type
 - None of these
- 11.Which type of packaging was used to protect the product from damage en-route and to facilitate handling at various points of distribution? (1)
- Conventional packaging
 - Branded packaging
 - Trendy packaging
 - All of these

12. Quality of service is not judged by this normal criterion:- (1)
- a. Reliability
 - b. Access
 - c. Security
 - d. Non-credibility

Very Short Questions: (2 marks each).

Answer any 5 questions out of the given 7 questions:

13. Explain any 2 types of services (2)
14. Identify the following types of sales promotion
A) When 30% extra is given without any additional charge
B) When 2 pieces are charged and extra 1 piece is free
15. Discuss the advantages of a paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. (2)
16. List any 2 functions of independently owned firms that take title to the merchandise they handle. (2)
17. Distinguish between wholesaler and retailer. (2)
18. This function of channels of distribution includes post purchase service and maintenance, financing and market information, etc. Identify the function performed and explain the same. (2)
19. Why is pricing important for the consumers in the process of decision making? (2)

Short Questions: (3marks each).

Answer any 5 questions out of the given 7 questions:

20. Explain the 2nd stage of product life cycle and the marketing strategies that are adopted at this stage. (3)
21. Explain any 3 factors influencing marketing mix. (3)
22. Explain any 3 factors affecting pricing decisions of a firm. (3)
23. List and explain ways in which price discrimination occurs. (3)
24. Describe the zero level channel of distribution. (3)
25. What are the objectives of sales promotion? (3)
26. Discuss the various advantages of online marketing. (3)

SECTION -B

Long/Essay type questions (5 marks each).

Answer any 5 questions out of the given 7 questions:

27. A number of social media platforms are used to promote a product or service in today's era. Explain the various platforms being used by the business organisations to seek attention and to promote their product (5)
28. Explain the factors affecting the selection of promotion mix to be used. (5)
29. Distinguish between advertising and sales promotion (5)
30. State the meaning and importance of "Place" in marketing mix. (5)
31. "Pricing is not an end in itself but a means to achieving certain objectives of the marketing department of a firm." Discuss. (5)
32. "Economic conditions and government regulations play a vital role in determining product price." Comment. (5)
33. Explain the different types of consumer products. (5)