

COMMON PRE-BOARD EXAMINATION 2017-2018

MARKETING

CLASS XII

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 one mark each. Answer all these questions.
- (iii) Section B contains 12 Short Answer Type Questions carrying two marks each. Answer any ten of these questions.
- (iv) Section C contains 9 Short Answer Type Questions carrying three marks each. Answer any seven of these questions.
- (v) Section D contains 4 Long Answer Type Questions carrying five marks each. Answer any two of these questions.

SECTION A

This section contains multiple-choice questions carrying one mark each. Select one correct option out of the given options and write the same in your answer- book. Answer all the questions. 1x9=9

1. The -----aims to enhance the value of the product/offer through voluntary improvements.
 - (a) Generic product
 - (b) Customized product
 - (c) Augmented product
 - (d) Core product
2. The products that are considered to be unlike or non-standardized are
 - (a) Homogeneous shopping goods
 - (b) Heterogeneous shopping goods
 - (c) Regularly unsought goods
 - (d) New unsought goods

3. Generally, the firm will set price relatively ----- if distribution and promotion are exclusive.
 - (a) High
 - (b) Low
 - (c) Moderate
 - (d) None of the above
4. Retailing consists of the sale, and all activities directly related to the sale of goods or services to the ultimate consumer, for personal, and -----use.
 - (a) Business
 - (b) Non-business
 - (c) Both
 - (d) None of the above
5. The least cost per customer happens in:
 - (a) Sales promotion
 - (b) Trade promotion
 - (c) Advertising
 - (d) Personal selling
6. Which of the following promotional technique is least effective in generating product trials?
 - (a) On-pack premiums
 - (b) Coupons
 - (c) Refund offers
 - (d) Sampling
7. From the economic systems point of view, the role of marketing intermediaries is to transform the assortment of products made by producers into the assortment of products wanted by -----.
 - (a) Channel members
 - (b) Distributors
 - (c) Consumers
 - (d) Manufacturers
8. ----- is the environment in which the service is delivered and where the firm and customer interact.
 - (a) Physical evidence
 - (b) Process
 - (c) Place
 - (d) People
9. To a producer of goods, a greater number of channel levels means
 - (a) less distance between producer and end consumer
 - (b) less control
 - (c) more potential ideas
 - (d) higher cost

SECTION B

Answer any **ten** questions from this section.

2x10=20

10. What is the difference between Product Positioning and Product Repositioning?
11. What do you mean by 'heterogeneity' of services?
12. What are convenience products? What are the types of convenience products?
13. What marketing strategy should a firm adopt if it is selling specialty goods?
14. Mention the limitations of out-of-home advertising.
15. What is Value-based pricing?
16. How does nature of a product influence the choice of promotion mix?
17. Explain 'Cash Share Out' and 'Reduced Price Offers' as sales promotion techniques.
18. What is a consumer package?
19. Discuss the core product and augmented product for your favorite brand of bathing soap.
20. Explain the role of labelling in product offer.
21. Explain profitability objectives which a firm tries to achieve through pricing policy.

SECTION C

Answer any **seven** questions from this section.

3x7=21

22. "Packaging has been criticized as being expensive, giving no additional value and often deceptive." How would you justify marketer's use of packaging?
23. Explain the characteristics of Maturity Stage of Product Life cycle.
24. Give the classes of unsought goods. Explain them with examples.
25. State the meaning of Place and its importance as a part of marketing mix.
26. Distinguish between Cost Plus pricing and Markup pricing.
27. Explain the importance of pricing to a firm.
28. Discuss the factors related to the manufacturer that affect the selection of the channel of distribution.

29. What is the difference between Push strategy and Pull strategy in promotion?
30. What is Sales Promotion? What are the objectives of sales promotion?

SECTION D

Answer any **two** questions from this section.

5x2=10

31. What is competition-oriented pricing? Explain the common method of competition-oriented pricing.
32. Discuss the internal factors that influence pricing decision of a firm.
33. What is Online marketing? What are the advantages and disadvantages of Online marketing?
34. Explain the functions performed by different intermediaries in channel of distribution.