SmartKalike

CBSE Class 12 · Business Studies

Marketing

10 most probable questions for Boards 2027

Q1. 0.5 marks · Very short answer

From the customer's point of view, what is a product?

Answer

From the customer's point of view, a product is a bundle of utilities purchased because it can satisfy a certain need.

Q2. 1 mark · Multiple choice

The focus of marketing management is on achieving desired exchange outcomes with:
(A) all suppliers
(B) target markets
(C) government departments only
(D) competitors

Answer

(B) target markets — marketing management focuses on achieving desired exchange outcomes with target markets.

Q3. 1.5 marks · Short answer

What does a marketing philosophy determine for an organisation seeking to achieve its objectives?

Answer

A marketing philosophy determines the emphasis or weightage given to different factors while achieving organisational objectives. It guides whether an organisation focuses on product features, selling techniques, customer needs or social concerns in its marketing efforts.

Q4. 2 marks · Short answer

What is marketing management? Name the management activities through which the marketing function is carried out.

Answer

Marketing management means management of the marketing function. It involves planning, organising, directing and control of activities that facilitate exchange of goods and services between producers and consumers or users. These activities aim to achieve desired exchange outcomes with target markets.

Q5. 3 marks · Medium answer

Explain how the marketing concept helps an organisation achieve profit in the long run.

Answer

1. The marketing concept identifies the needs of present and prospective buyers and seeks to satisfy them effectively. Decisions about products, features, prices and availability are made from the customers' point of view.
2. By making customer satisfaction the focal point of decision-making, an organisation builds enduring demand and can achieve its objective of maximising profit in the long run.

Q6. 4 marks · Long answer

Distinguish between the production, product and selling concepts, explaining the main assumption behind each.

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Q7. 5 marks · Long answer

Classify products into industrial and consumer products. Explain how consumer products are classified by shopping effort and durability, and define services.

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Q8. 6 marks · Very long answer

Explain how marketing management chooses a target market and works to get, keep and grow its customers. Include how firms create demand, satisfy existing customers and attract additional customers.

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Q9. 7 marks · Multiple choice

For each description, select the correct level: (A) secondary packaging or (B) transportation packaging. Each selection is worth 1 mark.

1. An additional protective layer discarded when the product is ready for use.
2. A shaving-cream carton retained only until the consumer starts using the product.
3. Packaging that protects the product in addition to its primary container.
4. Further packaging components used to store goods.
5. Further packaging components used to identify goods during distribution.
6. Corrugated boxes used to send units from a manufacturer to retailers.
7. Packaging components necessary for transporting goods.

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Q10. 14 marks · Essay answer

Explain how advertising and public relations can reach and influence consumers. In your answer, discuss advertising's reach among ultimate consumers and its role in building interest, as well as how media stories before launch can build awareness and how news coverage can enhance credibility.

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