

CBSE Class 12 Marketing Question Paper 2026

Time Allowed :2 Hours	Maximum Marks :70	Total Questions :24
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General Instructions

1. The paper is divided into Section A and Section B.
2. Section A includes objective-type questions.
3. All questions in Section A are compulsory.
4. Section B includes short answer, and long answer type questions.
5. Answers must be written legibly within the word limit.
6. Use of unfair means or electronic devices is prohibited.
7. Follow the correct format and instructions for each section.

1. What is the difference between a Generic Product and a Potential Product?

2. Explain how labelling acts as a "silent salesman" for a brand.

3. What are the three essential components of a product?

4. Discuss the characteristics that should be kept in mind while choosing a good brand name.

5. Define Product Bundling and give an example of how it is used by marketers.

6. Briefly explain the different stages of the Product Life Cycle (PLC).

7. Explain the difference between Market Skimming and Market Penetration pricing strategies.

8. What is Cost-plus Pricing, and how is it calculated?

9. Discuss the factors that influence the fixation of price for a product.

10. Define Psychological Pricing and provide a real-life example.

11. What are the functions of a wholesaler in the distribution chain?

12. Distinguish between Direct and Indirect channels of distribution.

13. Identify the level of channel starting from Producer to Retailer to Consumer.

14. Discuss the factors that determine the choice of a distribution channel for a firm.

15. What is Integrated Marketing Communication (IMC), and why is it important?

16. Discuss the advantages and disadvantages of Social Media Marketing.
