

Question 7

Write short notes on:

- (a) Skimming pricing. [5]
- (b) Any two P's of marketing. [5]
- (c) The importance of Human Resources in a commercial organization. [5]

Question 8

- (a) Mention *one* safe mode of money transfer. Why do you consider it a safe mode? [5]
- (b) State Money Measurement Principles of accounting and explain. [5]
- (c) Enumerate any *five* rights available to the consumers. [5]

Question 9

Dabur took the following steps in the beginning of this century to widen its consumer base. It expanded to cover International markets and within India, it focused on regions like southern India. It repositioned itself as a FMCG (Fast Moving Consumer Goods) company, offering a wide range of herbal products, thereby moving away from its earlier image of an Ayurvedic Medicine Manufacturer. The company began offering new products and changed packaging. It also introduced new advertisements featuring Bollywood stars and sports persons. It moved away from the umbrella branding strategy and went in for individual branding. Dabur even re-designed its old logo.

- (a) Name branding strategies referred to in the case study and explain them. [5]
- (b) To boost company sales and profit, identify the elements of marketing mix and explain. [5]
- (c) Dabur is in which stage of the Product Life Cycle. Discuss. [5]

Icse 2012 Commercial Application Question Paper

JA Banks



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