Class 12 Business Studies Chapter 10: Marketing - Notes, Important Questions and MCQs (2026-27)

Free PDF notes from Nextoper.in | Session 2026-27 | Read online:
https://nextoper.in/class-12-business-studies-chapter-10-pdf-notes/

These Class 12 Business Studies Chapter 10 notes cover “Marketing” from the NCERT textbook Business Finance and Marketing (2026-27): meaning of market and marketing, marketing vs selling, functions of marketing, marketing management philosophies, the marketing mix (product, price, place and promotion) with branding, labelling, packaging, channels and physical distribution, and the promotion mix – with tables, Q&A, 10 MCQs and a free PDF.

Use the table of contents below to jump to the part you need, or read top to bottom for a complete revision of the chapter.

Table of Contents

- Chapter Overview
- Important Topics and Concepts
- Marketing vs Selling
- Marketing Mix – 4Ps
- Important Definitions and Terms
- Short Answer Questions
- Long Answer Questions
- MCQs with Answers
- Quick Revision Points
- Chapter Summary
- Exam Tips and PYQ Pattern
- Frequently Asked Questions
- Conclusion

Want notes for every chapter? Explore the full Class 12 Business Studies notes on Nextoper, arranged book-wise and chapter-wise.

Chapter Overview

Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others. It begins before production and continues after sale.

Marketing management means planning, organising, directing and controlling activities that facilitate exchange. Firms combine the four Ps – product, price, place and promotion – into a marketing mix to satisfy customers profitably.

Important Topics and Concepts

Marketing Concept and Functions

- Features: needs and wants, creating a market offering, customer value, exchange mechanism.
- Functions: gathering and analysing market information, marketing planning, product designing and development, standardisation and grading, packaging and labelling, branding, customer support services, pricing, promotion, physical distribution, transportation, storage and warehousing.

Marketing Management Philosophies

- Production concept: availability and affordability – focus on production.
- Product concept: quality and features of product.
- Selling concept: aggressive selling and promotion.
- Marketing concept: identify and satisfy customer needs.
- Societal marketing concept: customer satisfaction plus long-term social welfare.

Product: Branding, Labelling, Packaging

- Product: bundle of utilities – consumer products (convenience, shopping, specialty) and industrial products.
- Branding: giving a name, sign or symbol; brand name, brand mark, trademark. Benefits to marketers and customers.
- Labelling: describes product, identifies product/brand, grades, helps promotion, provides information required by law.
- Packaging: primary, secondary and transportation packages; importance – rising health standards, self-service outlets, innovation, product differentiation.

Price and Place

- Price: amount paid for a product.
- Factors affecting price: product cost, utility and demand, extent of competition, government and legal regulations, pricing objectives, marketing methods used.
- Place: channels of distribution – zero-level (direct), one-level, two-level, three-level.
- Factors determining channel choice: product, company, competition, market, environmental factors.
- Physical distribution components: order processing, transportation, warehousing, inventory control.

Promotion Mix

- Advertising: paid, impersonal communication by an identified sponsor; merits – mass reach, expressiveness, economy; objections – adds to cost, undermines social values, confuses buyers, encourages sale of inferior products, may be in bad taste.
- Personal selling: oral presentation to prospective buyers; personal, flexible, builds relationships.
- Sales promotion: short-term incentives – rebates, discounts, refunds, product combinations, quantity gifts, instant draws, lucky draws, usable benefits, full finance, sampling, contests.
- Public relations: maintaining goodwill with the public.

Marketing vs Selling

Comparison.

Basis	Selling	Marketing
Focus	Product	Customer needs
Scope	Narrow – part of marketing	Wide
Starts	After production	Before production
Ends	With sale	Continues after sale
Aim	Profit through sales volume	Profit through customer satisfaction

Marketing Mix – 4Ps

P	Meaning	Key decisions
Product	Goods/services offered	Branding, labelling, packaging, features
Price	Amount paid	Cost, demand, competition, regulation
Place	Distribution	Channels, physical distribution
Promotion	Communication	Advertising, personal selling, sales promotion, PR

Important Definitions and Terms

Term	Meaning
Market	Set of actual and potential buyers
Marketing	Social process of exchange to satisfy needs
Marketing mix	Combination of 4Ps
Brand	Name, sign or symbol identifying a product
Trademark	Legally protected brand
Labelling	Designing the label on a product
Packaging	Designing the container or wrapper
Channel of distribution	Route of goods from producer to consumer
Advertising	Paid impersonal communication by sponsor
Sales promotion	Short-term incentives to buy

Short Answer Questions

Q1. Define marketing.

A social process by which people obtain what they need through exchange of products of value.

Q2. State two differences between marketing and selling.

Selling focuses on the product and ends with sale; marketing focuses on customers and

Q3. What is the societal marketing concept?

Satisfying customers while also ensuring long-term welfare of society.

Q4. What is a trademark?

A brand or part of a brand given legal protection.

Q5. Name three levels of packaging.

Primary, secondary and transportation packaging.

Q6. Name two factors affecting price.

Product cost and extent of competition.

Q7. What is a zero-level channel?

Direct sale from manufacturer to consumer.

Q8. Give two sales promotion techniques.

Discounts and product combinations.

Long Answer Questions

Q1. Explain the marketing management philosophies.

Production concept.

Product concept.

Selling concept.

Marketing concept.

Societal marketing concept.

Q2. Explain the functions of labelling.

Describes the product.

Identifies product or brand.

Grading.

Helps promotion.

Provides legally required information.

Q3. Explain objections to advertising.

Adds to cost.

Undermines social values.

Confuses buyers.

Encourages inferior products.

Some ads are in bad taste.

MCQs with Answers

1. Marketing begins(a) after production (b) before production (c) after sale (d) neverAnswer: (b) before production

2. Customer satisfaction plus social welfare(a) selling concept (b) marketing concept (c) societal concept (d) product conceptAnswer: (c) societal concept

3. Legally protected brand(a) brand mark (b) trademark (c) label (d) logoAnswer: (b) trademark

4. Direct sale to consumer is(a) zero-level channel (b) one-level (c) two-level (d) three-levelAnswer: (a) zero-level channel

5. Paid impersonal communication(a) personal selling (b) advertising (c) publicity (d) PRAnswer: (b) advertising

6. Lucky draw is a(a) advertising tool (b) sales promotion technique (c) PR tool (d) channelAnswer: (b) sales promotion technique

7. Which is not part of the 4Ps?(a) product (b) price (c) people (d) promotionAnswer: (c) people

8. Packaging containing product directly(a) secondary (b) primary (c) transportation (d) tertiaryAnswer: (b) primary

9. Aggressive selling is focus of(a) production concept (b) selling concept (c) marketing concept (d) societal conceptAnswer: (b) selling concept

10. Warehousing is part of(a) promotion (b) physical distribution (c) pricing (d) brandingAnswer: (b) physical distribution

Quick Revision Points

- Market and marketing; features.
- Marketing vs selling.
- Functions of marketing.
- Five philosophies.
- 4Ps with branding, labelling, packaging, price factors, channels.
- Promotion mix; objections to advertising.

Chapter Summary

Marketing is a social process of creating and exchanging value to satisfy needs. It is wider than selling, begins before production and continues after sale, and is guided by philosophies from production to societal marketing.

The marketing mix combines product (with branding, labelling and packaging), price (shaped by cost, demand, competition and regulation), place (channels and physical distribution) and promotion (advertising, personal selling, sales promotion and public relations).

Exam Tips and PYQ Pattern

- Identify the marketing philosophy in case studies.

- Learn 4Ps with elements.
- Classify sales promotion techniques.
- Write labelling functions in points.
- Learn objections to advertising.

Frequently Asked Questions

Is this chapter in the 2026-27 CBSE syllabus?

Yes. It is part of the NCERT Class 12 Business Studies Part II textbook “Business Finance and Marketing”, prescribed in the CBSE 2026-27 syllabus.

Can I download these notes as a PDF?

Yes. Use the free PDF link at the top of this page – no signup needed.

What is the marketing mix?

The combination of product, price, place and promotion used to satisfy customers.

What is the difference between marketing and selling?

Selling focuses on the product and ends with the sale, while marketing focuses on customer needs and continues after the sale.

Conclusion

Marketing is a high-scoring chapter with many case studies. Learn the 4Ps and comparison tables and save the free PDF.

More Notes: Class 12 Business Studies Chapter 9: Financial Management notes | Class 12 Business Studies Chapter 11: Consumer Protection notes | All Class 12 Business Studies notes

Author Bio: Written and reviewed by the Nextoper Editorial Team, a group of CBSE business studies educators who build chapter notes directly from the NCERT textbook and past board paper patterns.

Freshness Note: These notes follow the NCERT Class 12 Business Studies textbook, Business Finance and Marketing (NCERT reprint 2026-27, rationalised syllabus), and the CBSE syllabus for the 2026-27 session. Last checked on 26 November 2026.