



Firs Term Exam - 2070

Subject: Marketing

Grade: XII
Time: 3:00 hrs

FM: 80
PM: 32

Group A

Attempt all the questions.

[1×10=10]

1. What is modern definition of marketing ?
2. What are 4Ps?
3. Name four business concepts.
4. Name five elements of marketing mix.
5. What is buyers' market?
6. Who is processor?
7. Who are intermediaries?
8. What is difference between customer and consumer?
9. What are major three marketing function?
10. Name four type of warehouse.

Group B

Attempt **any five** questions.

[8×5=40]

11. Why marketing important to firm and society? Explain.
12. What are the differences between selling concept and marketing concept?
13. Explain how marketing environment affects marketing in brief.
14. Describe the buying process of institutional customer.
15. Explain the determinants of buying process of consumer?
16. Describe the merits and demerits of road transportation and air transportation.

Group C

Attempt **any two** questions.

[15×2=30]

17. Explain all facilitating functions in details.
18. Describe the role of key players in the marketing process.
19. Describe the evolution of marketing.



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