



**Pre-Board Exam-2070**

Grade: XII  
Time: 3 Hrs.

Subjects: Marketing

F.M.: 80  
P.M.: 32

*Candidates are required to give their answer in their own words as far as practicable.*

**GROUP-A**  
**Brief Answer Questions**

Attempt **all** the questions:

[10× 1 = 10]

1. What is marketing mix?
2. What are 7Ps in services marketing?
3. Name four business concepts.
4. Name five elements of marketing.
5. What is buyers' market?
6. Who is an agent?
7. Who are intermediaries?
8. What is another name of non institutional customer?
9. What are major three marketing function?
10. Name four type of land transportation.

**GROUP-B**  
**Short Answer Questions**

Attempt **any FIVE** questions:

[5×8=40]

11. What is brand? Why branding is important to the customer.
12. Describe the difference between product concept and marketing concept
13. Explain the functions of packaging
14. Describe selling process of outdoor sales person.
15. Explain effects of marketing environment in brief.
16. Explain the scope of internet marketing in Nepal.

**GROUP-C**  
**Comprehensive Answer Question**

Attempt **any TWO** questions:

[2×15=30]

17. Name the key players in marketing process and describe their role in marketing.
18. Why wholesaler is important to producer and retailers.
19. Describe price factors and their effects in details.