GLOBAL COLLEGE OF MANAGEMENT

SECOND TERM EXAM-2070

Grade: XII Subject: Marketing F.M.:80

Time: 3:00 hrs. P.M.: 32

GROUP-A

Brief Answer Questions [10×1=10]

Attempt **all** the questions:

1. What is marketing in modern sense?
2. What are 4Ps?
3. Identify any three characteristics of institutional customer.
4. Mention 4 modes of transportations.
5. What are macro marketing environmental factors?
6. What is price?
7. What is promotion?
8. Point out any two physical distribution functions
9. What is industrial product?
10. Who are intermediaries?

GROUP-B

Short Answer Questions [5×8=40]

Attempt any **five** questions:

11. Why marketing important to company and society? Explain.
12. What are the differences between product concept and marketing concept?
13. What is water transport? Why is it important to a landlocked country like Nepal? Explain briefly.
14. Describe the channel designs for industrial products.
15. Explain the functions of packaging.
16. Describe the types of labeling and its contents.

GROUP-C

Comprehensive Answer Questions [2×15=30]

Attempt any **two** questions:

17. Explain the importance of pricing to company, customer and economy.
18. Explain various facilitating functions? Explain
19. Describe various distribution functions.

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