



First Term Exam – 2071

Grade: XII
Time: 3 hrs.

Subject: Marketing

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

Group-A

1. Do all ten questions. Each question carries one mark. [1×10=10]
- Define marketing in today's context.
 - What are 4Ps?
 - Name four business concepts.
 - Name five elements of marketing mix.
 - What is buyers' market?
 - Who is processor?
 - Who are intermediaries?
 - What is difference between customer and consumer?
 - What are major three marketing function?
 - Name four type of warehouse.

Group B

2. Do any five questions. Each question carry eight marks each. [8×5=40]
- Why marketing is important to customer and firm? Explain.
 - What are the differences between selling concept and marketing concept?
 - Explain how marketing environment affects marketing in brief.
 - Describe the buying process of consumer.
 - Explain the determinants of buying process of organization?
 - Describe the merits and demerits of water transportation and air transportation in Nepal.

Group C

3. Do any two questions. Each question carries 15 marks [15×2=30]
- Describe the evolution of marketing.
 - Explain all facilitating functions in details.
 - Describe the role of key players in the marketing process.



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