



Pre-Board -2071

Grade: XII  
Time: 3 Hrs.

Subject: Element of Marketing

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

**GROUP-A**

Brief Answer Questions

(10x 1 = 10)

1. Define marketing mix?
2. What are 7Ps in services marketing?
3. Name four business concepts.
4. Name five elements of marketing.
5. What is sellers' market?
6. Who is processor?
7. Who are intermediaries?
8. What is another name of institutional customer?
9. What are major three marketing functions?
10. Name four types of warehouses.

**GROUP-B**

Short Answer Questions

(5x8=40)

Attempt any **FIVE** questions:

11. Explain five types of buying motives.
12. What is brand? Why branding is important to the company.
13. Explain why pricing is important to the national economy
14. Describe selling process of outdoor sales person.
15. Explain the features of supermarket.
16. Describe the problems and prospects of agricultural marketing in Nepal.

**GROUP-C**

Comprehensive Answer Questions

(2x15=30)

Attempt any **TWO** questions

17. Describe the components of marketing environment and their effects on businesses
18. Explain the services of wholesaler to producer and retailers.
19. Describe the seven business concepts.



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