Second Term -2071

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

Time: 3 Hrs. **P.M.:32**

GROUP-A

Attempt **ALL** the questions:

Brief Answer Questions (10x 1= 10)

1. What is marketing channel?
2. What are 7Ps?
3. Identify any three characteristics of consumer.
4. Mention four types of warehouse.
5. What are micro marketing environmental factors?
6. What are values in marketing?
7. What is augmented product?
8. Point out any four physical distribution functions
9. What is industrial product?
10. Who are intermediaries?

GROUP-B

Attempt any **FIVE** questions:

Short Answer Questions (5x8=40)

11. Why marketing important to company and customers? Explain.
12. What are the differences between product concept and marketing concept?
13. Which mode of transportation is most 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 (2x15=30)

Attempt any **TWO** questions

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

Best of luck