



First Term Exam – 2072

Subject: Marketing

F.M.: 80

P.M.: 32

Grade: XII
Time: 3 hrs.

Set A
Group-A

Attempt all the questions:

[1×10=10]

1. Point out the importance of marketing to consumer.
2. What is a market from the view point of area?
3. Point out the difference between an institutional customer and non-institutional customer.
4. How does primary demand differ from secondary demand?
5. What do you mean by standardization?
6. List out the three major functions involved in marketing.
7. Point out the elements of buying in marketing.
8. Give the name of different types of warehouses.
9. What is product?
10. List out three factors that affect consumer buying decision.

Group B

Attempt any five questions:

[8×5=40]

11. Explain briefly the evolution of marketing. **[8]**
12. Who is consumer? Explain the buying process of consumer. **[3+5]**
13. What do you mean by consumer product? Differentiate between consumer products from industrial product. **[3+5]**
14. Briefly explain the selling function in marketing. What elements are involved in selling function? **[3+5]**
15. What do you mean by the physical distribution functions? Explain the strength and weakness of air transportation in marketing. **[3+5]**
16. “It is said that country’s political system creates huge impact in marketing activities? Do you agree or disagree? Explain. **[8]**

Group C

Attempt any two questions:

17. Identify various concepts of marketing with short introduction and differentiate between the modern marketing concepts from holistic marketing concept. **[6+9]**
18. Why institutional consumer buy product and services? Describe the various steps involved in the institutional buying process. **[6+9]**
19. What is marketing environment? Briefly describe the internal environmental forces often exist in marketing. Also explain the impact of demographic forces in marketing. **[3+6+6]**

Best of Luck



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Set B
Group-A

Attempt all the questions:

[1×10=10]

1. Define marketing.
2. Point out the importance of marketing to firm.
3. What is a market from the view point of competition?
4. Differentiate between needs and demand.
5. List out the name of different types of warehouses.
6. Point out the differences between shopping product and convenience product.
7. What is production concept in marketing? How does it differ from product concept?
8. Point the differences between equipment and installations.
9. Write down the components of marketing mix?
10. What is high-involvement purchase? Differentiate high-involvement purchase from low involvement purchase.

Group B

Attempt any five questions:

[8×5=40]

11. What is buying? What elements are involved in buying function?
[3+5]
12. What do you mean by industrial product? Differentiate between consumer products from industrial product.
[3+5]
13. What do you mean by the physical distribution functions? Describe the relative merits and demerits of land transport system in Nepal.
[3+5]
14. “It is said that country’s socio-cultural practice poses huge impact in marketing activities. Do you agree or disagree?” Explain. **[8]**
15. What is micro environment? Why should a marketer care about the micro environment of marketing?
[3+5]

16. Why products are graded? How does grading differ from standardizing? Explain. **[3+5]**

Group C

Attempt any two questions:

17. Define societal concept of marketing. How does it differ from modern marketing concept? Are Nepalese marketing firms following the practices of societal marketing? Explain. **[3+6+6]**
18. What do you mean by marketing environment? Briefly describe the macro environmental forces often exist in marketing. Also explain the impact of technological forces in marketing. **[3+6+6]**
19. What is consumer buying? Describe the various steps involved in consumer buying process. Also, explain the factors often affect in consumer buying decision. **[3+3+9]**

Best of Luck