



Pre-Board Exam – 2072

Grade: XII
Time: 3 Hrs.

Subject: Marketing

F.M.:80
P.M.: 24

Set 'A'

Candidates are required to give their answers in their own words as far as practicable. The figures in the margin indicate full marks.

Group A

Brief Answer Question

(10×1)

Attempt **all** the Questions:

1. Point out any three concept of market.
2. Enlist the major components of product mix
3. Point out any two strengths and two weakness of land transport.
4. What is the difference between quantity discount and trade discount?
5. Point out any two functions of a wholesaler and two functions of a retailer.
6. What is sales promotion? Mention any three types of consumer promotion techniques.
7. Write the meaning of variable cost and fixed cost with suitable example.
8. Identify any two advantages and two disadvantages of televised marketing.
9. Enlist any three functions performed by agent in marketing.
10. What is E-commerce? Point out any two methods of E-commerce.

Group-B

Short Answer Question

(5×8=40)

Attempt **any five** question:

11. What is marketing? Why is it important to consumer and society? (3+5)
12. What is water transport? Why is it important to a landlocked country like Nepal? Briefly explain. (3+5)
13. What is channels of distribution? Describe the various levels of channels of distribution for industrial product. (3+5)
14. Why institutional consumers purchase product and services? Describe the various steps involved in institutional buying process. (3+5)
15. What is personal selling? Explain the essential qualities of a successful sales person. (3+5)
16. Explain the problems of agriculture marketing in Nepal. (8)

Group-C

Comprehensive Answer Question

(2×15= 30)

Attempt **any two** questions

17. Identify the various concepts of marketing with short introduction and differentiate the modern marketing concept from societal marketing concept. (6+9)
18. What do you mean by branding? Briefly describe the different types of brands commonly practiced in business sector. Also explain the qualities of good branding. (3+6+6)
19. What is advertising? What are its features? Describe the importance of advertising to the firm and society. (3+6+6)



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Set 'B'

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Group A

Brief Answer Question

(10×1)

Attempt **all** the Questions:

1. Identify any two important contributions of marketing to the society.
2. Point out the major components of promotion mix.
3. Enlist any three characteristics of Nepalese market.
4. Point out any two strength and two weakness of air transport.
5. What do you mean by marketing environment?
6. Point out any two reasons for branding and two reasons for not branding a product by marketer.
7. Give the examples of any three facilitating functions of marketing.
8. Define sales promotion. Mention any three types of dealer's promotion techniques.
9. Differentiate between televised and telemarketing.
10. Point out any three advantages facilitated by E-commerce in today's marketing world.

Group-B

Short Answer Question

(5×8=40)

Attempt **any five** question:

11. Explain briefly the evolution of marketing? (8)
12. What is buying motive? Explain on any two types of buying motives. (3+5)
13. What is channels of distribution? Describe the various channels of distribution for consumer product. (3+5)
14. What do you mean by pricing? Describe the various internal factors affecting pricing decision of a business organization. (3+5)
15. Explain the prospects of agricultural marketing in Nepal. (8)
16. What is network marketing? Explain its importance. (3+5)

Group-C

Comprehensive Answer Question

(2×15= 30)

Attempt **any two** questions:

17. What do you mean by marketing mix? Explain in brief the 4 Ps of marketing. (5+10)
18. What is marketing environment? What are its features? Briefly describe the various components of internal and external environmental forces affecting marketing activities. (3+3+9)
19. What is labeling? Explain its types and functions. Also justify its importance to the consumer (3+6+6)