



Second Term Exam-2072
Subject: Marketing

Grade: XII
Time: 3:00 hrs.

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

Set-A
Group A

Brief Answer Question

(10×1=10)

Attempt **All** the Questions:

1. Define marketing.
2. Distinguish between the production concept and product concept.
3. Identify two important contributions of marketing to marketers.
4. Point out the subcomponents of product mix in marketing.
5. What is marketing environment?
6. Define institutional buyer.
7. What is the difference between quantity discount and trade discount?
8. Point out any three reasons for branding a product by a marketer?
9. Differentiate between variable cost and fixed costs with suitable examples.
10. Point out any three functions of a retailer.

Group B

Short Answer Question

(5×8=40)

Attempt any **five** questions:

11. What do you mean by consumer product? Describe the various steps involved in consumer buying process. (2+6)
12. Explain the political environment of Nepal. How far is this environment favorable to marketing in the country? (4+4)
13. What is marketing mix? Describe various subcomponents of price mix and promotion mix. (2+6)
14. What do you mean by packaging? Briefly describe various features of good packaging. (2+6)
15. Define wholesaling. Explain the functions performed by a wholesaler in a channel system. (2+6)
16. What is distribution? Describe the elements of distributions in marketing. (2+6)

Group-C

Comprehensive Answer Question

(2×15= 30)

Attempt **any TWO** questions

17. What is marketing? Briefly explain the different evolutionary stages of marketing. (3+12)
18. What do you mean by pricing? What are its objectives? Describe the importance of pricing from the national and firm's perspective. (3+6+6)
19. Who is retailer? Explain the functions performed by a retailer in channel system. Also briefly describe about the departmental stores, super market, chain stores and consumer cooperatives. (2+ 5+8)



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Set-B
Group A

Brief Answer Question

(10×1=10)

Attempt **All** the Questions:

1. Point out the differences between the selling concept and marketing concept.
2. Identify two important contributions of marketing to consumers.
3. Point out the sub components of price mix in marketing.
4. Identify three characteristics of Nepalese market.
5. What do you mean by market from the view point of area?
6. Define non-institutional buyer?
7. Point any three reasons for not branding a product by a marketer?
8. What is the difference between discount and allowances?
9. Describe the main features of packaging.
10. Who is agent in marketing?

Group-B

Short Answer Question

(5×8=40)

Attempt **any five** questions:

11. What is marketing? Describe the importance of marketing to consumer and business organizations. (2+6)
12. Why institutional consumers purchase product and services? Describe the various steps involved in institutional buying process. (2+6)
13. Briefly describe about various socio-cultural forces that may affect marketing activities. (8)
14. What do you mean by pricing? Describe the various external factors affecting pricing decision of a business organization. (2+6)
15. What do you mean by the physical distribution functions? Explain the strength and weakness of water transportation in marketing. (2+6)
16. Define branding. Briefly describe the qualities of good branding. (2+6)

Group-C

Comprehensive Answer Question

(2×15= 30)

Attempt **any TWO** questions

17. Why marketing concept is regarded as a customer oriented philosophy of business? Briefly describe the various marketing philosophies that evolved over the years. (3+12)
18. Define marketing mix. Describe the various components of marketing mix commonly applied in marketing. Which component of marketing mix in your thinking would be instrumental to achieve marketing goal of the business firm? Explain. (3+6+6)
19. What is labeling? Explain its functions. Also justify its importance to the consumers. (3+ 6+6)