

# Marketing - XII

## Set - I

### Group A

Very short answers (Attempt all questions) (10x1=10)

1. What is marketing environment?
2. Define different forms of price.
3. What is labeling?
4. What do you mean by standardization?
5. Mention any four types of discount.
6. Identify any three characteristics of Nepalese market.
7. Give the meaning of distribution.
8. What are the different forms of price?
9. Write any two features of e commerce?
10. What are the components of promotion?

### Group B

Short answers (Attempt any five questions) (5x8=40)

11. What is marketing mix? Explain the components of marketing mix. (3+5)
12. Explain the meaning and importance of public relation. (3+5)
13. What is co-operative society? Explain its features. (3+5)
14. What is pricing? Explain the different external factors affecting pricing. (3+5)
15. What is external environment of marketing? What are its components? Define. (2+6)
16. Explain the meaning and importance of convenience products. (3+5)

### Group C

Long answers

Attempt any two question (2x15=30)

17. Define marketing. State and explain the various concepts of marketing. (5+10)
18. What do you mean by warehousing? Explain the functions of warehousing and define different types of warehousing. (4+6+5)
19. What is institutional customer? Explain the factors affecting the buying decision of institutional customers. (3+12)

## Set - II

### Group A

Very short answers (Attempt all questions) (10x1=10)

1. Write down different modes of transport.
2. Write down the phases of evolution of marketing.

3. State any two importance of marketing to the customers.
4. Define the market information function of market.
5. Explain any two importance of pricing to the government.
6. Point out two advantages of water transport.
7. What is packaging?
8. Figure out any two problems of industrial marketing in Nepal.
9. What is advertising?
10. Mention any three roles of retailer.

### **Group B**

Short answers (Attempt any five questions) (5x8=40)

11. Explain the role of key players in the marketing process.
12. What is wholesaling? Explain its features. (3+5)
13. Explain standardization and grading with appropriate examples. (4+4)
14. Explain the total product concept with appropriate diagram.
15. Define buying. Explain the components of buying. (4+4)
16. Explain the sales process of indoor sales person.

### **Group C**

Long answers (Attempt any two question) (2x15=30)

17. Explain the importance of marketing to the firm, consumers, society and government.
18. Define non-institutional customers? Explain the factors affecting the buying decision of non-institutional customers. (3+12)
19. Explain sales promotion. Discuss the methods of consumer sales promotion and trade sales promotion. (3+12)

## **Set - III**

### **Group A**

Very short answers (Attempt all questions) (10x1=10)

1. What is marketing mix?
2. Point out different modes of transportation.
3. What is distribution?
4. Define product.
5. What do you understand by market information?
6. Mention any three types of advertising.
7. List out the qualities of good brand name.
8. Differentiate between quantity discount and trade discount.
9. Give the meaning of agricultural marketing.
10. Define marketing environment.

### **Group B**

Short answers (Attempt any five questions) (5x8=40)

11. What are the components of marketing mix? Explain.

12. What is internal marketing environment? What are its components? (3+5)
13. Define retailers. Explain the role of retailers in the distribution channel. (2+6)
14. Define advertising with its objectives. (2+6)
15. Point out and explain the three types of consumer products. (8)
16. Define the qualities of good sales person.

### **Group C**

Long answers (Attempt any two question) (2x15=30)

17. What is personal selling? Discuss the sales process of outdoor sales person. (3+12)
18. What is industrial marketing? Discuss the problems of industrial marketing in Nepal. (3+12)
19. How do you define consumer products? Explain the features and marketing considerations of different types of consumer products. (3+12)

## **Set - IV**

### **Group A**

Very short answers (Attempt all questions) (10x1=10)

1. What is marketing concept?
2. Define price.
3. Mention the various concepts of market.
4. Point out the types of brand.
5. Point out any two functions of a retailer and two functions of a wholesaler.
6. Explain any two importance of marketing towards society.
7. Who is an agent in marketing?
8. Mention any three types of advertising.
9. What is sales promotion?
10. What is trade in allowance?

### **Group B**

Short answers (Attempt any five questions) (5x8=40)

11. What is the latest marketing concept? How is it different than the societal marketing concept? (2+6)
12. Explain the sales process of outdoor sales person.
13. Explain the features of Nepali market.
14. What is buying? Explain the elements of buying. (3+5)
15. What is discount? Explain different types of discounts used by marketers.
16. Define packaging. What are the major functions of packaging? (3+5)

### **Group C**

Long answers (Attempt any two question) (2x15=30)

17. What is tele-marketing? Explain the problems and prospects of telemarketing in Nepal. (3+6+7)

18. What is channels of distribution? Define different types of channels of distribution for consumer products.
19. What is marketing environment? Discuss the external marketing factors that affect the marketing decision in a company. (5+10)

## **Set - V**

### **Group A**

Very short answers (Attempt all questions) (10x1=10)

1. What are the different types of market under competition classification?
2. Define place mix.
3. Mention the various concepts of market.
4. Point out the types of brand.
5. Point out any two functions a wholesaler.
6. Explain any two importance of marketing towards society.
7. Who is an agent in marketing?
8. Mention any three types of advertising.
9. How did marketing evolve to current stage?
10. What is trade in allowance?

### **Group B**

Short answers (Attempt any five questions) (5x8=40)

11. What is marketing mix? Why is it important to any marketer for the success of their marketing program? (2+6)
12. What are industrial products? What are the different classification of industrial products? (2+6)
13. Explain different types of Brands. Why do some businessmen choose not to brand their products? (2+6)
14. Explain different types of costs.
15. What is promotion? Why is it important for the success of marketing program? (3+5)
16. What is agricultural marketing? Explain the features of agricultural marketing. (3+5)

### **Group C**

Long answers (Attempt any two question) (2x15=30)

17. What is buying motives? Define non-institutional consumers. Explain the factors affecting the buying motives of non-institutional consumers? (3+2+10)
18. How is channel of distribution of industrial products different than that of non-industrial products? Explain the channel of distribution of industrial products with appropriate examples.
19. What is marketing environment? Discuss the external marketing factors that affect the marketing decision in a company. (5+10)