**5 Sets 2074**

**Marketing**

**Grade: XII (Management) F.M.: 80**

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

**SET: I**

**Attempt all the Questions.**

**Group "A"**

**Very Short Answer Questions**

Attempt all the questions **(10×1=10)**

1. Point out any two differences between traditional and modern concept of marketing.
2. Define the place concept of market.
3. What do you mean by retail market?
4. What is regulated market?
5. Who are institutional customers?
6. Point out any four environmental factors which affect institutional buying decisions.
7. Point out any three merits and demerits of road transport.
8. What do mean by cold storage warehouse?
9. Point out any four facilitating functions of marketing.
10. What do you mean by telephone and televised marketing?

**Group "B"**

**Brief Answer Questions**

Attempt any five questions **(5×8=40)**

1. What is marketing? Explain the various importance of marketing. (2+6)
2. What is market? Explain any six characteristics of Nepalese market. (2+6)
3. Point out and explain any seven types of non-institutional customers. (8)
4. What is buying? Explain its element. (2+6)
5. What do you mean by marketing environment? Explain the internal factors of marketing environment. (1+7)
6. What is agricultural marketing? Explain its features and problems. (1+7)

**Group "C"**

**Long Answer Questions**

Attempt any two questions **(2×15=30)**

1. Point out and explain different stages of the evolution of marketing. (15)
2. What is product? Explain different types of consumer product with their features and marketing strategies (1+14)
3. What is channel of distribution? Define the various channel of distribution to distribute the consumer product. And also explain the role of wholesalers. (15)

***Good Luck!***

**SET: II**

**Attempt all the Questions.**

**Group "A"**

**Very Short Answer Questions**

Attempt all the questions **(10×1=10)**

1. Point out any five business concept of marketing.
2. Define the demand concept of market.
3. What do you mean by wholesale market?
4. Point out the buying process of non-institutional customers.
5. Point out the any five bases for standardization and grading.
6. Point out any five factors which need to be considered while selecting the mode of transport.
7. Define the terms brand and branding.
8. What is quantity discount?
9. What is wholesaling?
10. What do you mean by e-commerce?

**Group "B"**

**Brief Answer Questions**

Attempt any five questions **5×8=40**

1. Explain the 4 P's of marketing in detail. (8)
2. Point out and explain any six methods of buying. (8)
3. What is warehousing? Explain any six roles/functions of warehousing. (2+6)
4. Point out and explain different external factors of marketing environment. (8)
5. Point out and explain different pricing terminologies in detail. (8)
6. What is departmental store? Differentiate between departmental store and super market. (2+6)
7. What is industrial marketing? Explain the problems and prospects of industrial marketing in Nepal. (1+7)

**Group "C"**

**Long Answer Questions**

Attempt any two questions **(2×15=30)**

1. Define buying motive. Explain different types of buying motives in detail. (2+13)
2. Define the terms distribution and channel of distribution. Explain the suitable channel of distribution to distribute the industrial product. (2+12)
3. What is promotion? Explain the different methods of consumer sales promotion. And also explain the qualities of good sales person. (1+8+6)

***Good Luck!***

**SET: III**

**Attempt all the Questions.**

**Group "A"**

**Very Short Answer Questions**

Attempt all the questions **(10×1=10)**

* + - 1. Point out any two differences between selling and marketing concept.
      2. What is regulated market?
      3. Point out any four features of Nepalese market.
      4. Point out any two differences between institutional and non-institutional customers.
      5. Point out any four environmental factors which affect institutional buying decisions.
      6. What do mean by packaging?
      7. Define supermarket.
      8. Point out any three functions to be performed by retailer in distribution channel.
      9. What is advertising?
      10. What is e-commerce?

**Group "B"**

**Brief Answer Questions**

Attempt any five questions (5×8=40)

* + - 1. Explain the importance of marketing to the consumer and society. (8)
      2. What is buying motive? Explain emotional and rational buying motives. (2+6)
      3. Point out and explain any seven types of non-institutional customers. (8)
      4. What is buying? Explain its elements. (2+6)
      5. Define the term branding. Explain the various qualities/features of a good brand name. (1+7)
      6. What do you mean by pricing? Explain its' importance. (1+7)
      7. Point out and explain the features of agricultural marketing. (8)

**Group "C"**

**Long Answer Questions**

Attempt any two questions (2×15=30)

* + - 1. What is product? Explain different types of consumer product with their features and marketing strategies. (1+14)
      2. What is distribution? Explain the various suitable channel of distribution to distribute the consumer product. And also explain role and importance of wholesalers. (1+9+5)
      3. What do you mean by promotion? Explain its five components. And also explain the various methods of consumer sales promotion. (1+7+7)

***Good Luck!***

**SET: IV**

**Attempt all the Questions.**

**Group "A"**

**Very Short Answer Questions**

Attempt all the questions **(10×1=10)**

1. What do you mean by monopoly market?
2. What do you mean by standardization and grading?
3. Point out any five factors which need to be considered while selecting the mode of transport.
4. Point out any three merits and demerits of water transport
5. Point out any five tools of demand creation.
6. State any five types of warehousing.
7. What do you mean by departmental store?
8. What do you mean by seasonal discount?
9. Define gross sale.
10. What is internet marketing?

**Group "B"**

**Brief Answer Questions**

Attempt any five questions (5×8=40)

1. What is marketing? Point out and explain any four business concept of marketing. (2+6)
2. Point out and explain any six buying methods. (8)
3. What is selling? Explain its elements. (2+6)
4. What is transportation? State its function and importance in modern business. (1+7)
5. What do mean by marketing environment? Explain different external macro environmental factors. (1+7)
6. Define the terms brand, brand mark and trade mark. Explain the reasons for not giving the brand name to the product. (3+5)
7. Point out and explain any six pricing terminologies with the suitable examples. (8)

**Group "C"**

**Long Answer Questions**

Attempt any two questions (2×15=30)

1. Define industrial product. Also discuss its' types with their features and marketing consideration/strategies. (1+14)
2. What is channel of distribution? Which channels do you suggest to distribute the industrial product? And also differentiate between wholesalers and retailers. (1+8+6)
3. Define print media advertising. Describe the various importance of advertising. And also explain the sales process of indoor sales person. (1+5+9)

***Good Luck!***

**SET: V**

**Attempt all the Questions.**

**Group "A"**

**Very Short Answer Questions**

Attempt all the questions **(10×1=10)**

1. Point out any two differences between selling and marketing concept.
2. Point out any two features of production concept of marketing.
3. What is market?
4. What is regulated market?
5. Point out any four features of Nepalese market.
6. Point out any two differences between institutional and non-institutional customers.
7. Point out any four environmental factors which affect institutional buying decisions.
8. What do mean by packaging?
9. Define multiple shops.
10. Point out any three functions to be performed by retailer in distribution channel.

**Group "B"**

**Brief Answer Questions**

Attempt any five questions (5×8=40)

1. Explain the importance of marketing to the consumer and society. (8)
2. What is buying motive? Explain emotional and rational buying motives. (2+6)
3. Point out and explain the buying process of institutional customers. (8)
4. What is buying motive? Explain emotional and patronage buying motives in detail. (1+7)
5. Define the term branding. Explain the various qualities/features of a good brand name. (1+7)
6. What do you mean by pricing? Explain the external factors which affect pricing. (1+7)
7. Point out and explain the sales process of outdoor sales person. And also explain social and moral qualities of a sales person. (9+6)

**Group "C"**

**Long Answer Questions**

Attempt any two questions (2×15=30)

1. What is product? Explain any three types of consumer product with their features. And also explain any five types of branding. (1+9+5)
2. What is distribution? Explain the various suitable channel of distribution to distribute the consumer product. And also explain role and importance of wholesalers. (1+9+5)
3. What do you mean by promotion? Define the term advertising. Explain any three methods / media of advertising. And also explain the importance of advertising. (2+2+6+5)

***Good Luck!***

**SET: VI**

**Attempt all the Questions.**

**Group "A"**

**Very Short Answer Questions**

Attempt all the questions **(10×1=10)**

1. Point out any two features of production concept of marketing..
2. What do you mean by monopoly market?
3. What do you mean by standardization and grading?
4. Point out any five factors which need to be considered while selecting the mode of transport.
5. Point out any three merits and demerits of railway transport
6. State any five types of warehousing.
7. What do you mean by consumer co-operative?
8. What is internet marketing?
9. Define net sale.
10. What do you mean by off season discount?

**Group "B"**

**Brief Answer Questions**

Attempt any five questions (5×8=40)

1. What is marketing? Point out and explain any four business concept of marketing. (2+6)
2. Point out and explain any six buying methods. (8)
3. What is selling? Explain its elements. (2+6)
4. What is transportation? State its function and importance in modern business. (1+7)
5. What do mean by marketing environment? Explain different external macro environmental factors. (1+7)
6. Define the terms brand, brand mark and trade mark. What are the qualities of good brand name? (3+5)
7. Point out and explain any six pricing terminologies with the suitable examples. (8)

**Group "C"**

**Long Answer Questions**

Attempt any two questions (2×15=30)

1. Define industrial product. Also discuss its' types with their features and marketing consideration/strategies. (1+14)
2. What is channel of distribution? Which channels do you suggest to distribute the industrial product? And also differentiate between wholesalers and retailers. (1+8+6)
3. Define print media advertising. Describe the various importance of advertising. And also explain the sales process of indoor sales person. (1+5+9)

***Good Luck!***