



## The Times Secondary School

Dillibazar, Kathmandu

First Terminal Examination– 2076

Grade: - XII

Set – A

Full Marks:-80

Stream: Management (Day Shift)

Pass Marks:-30

Subject: - Marketing

Time : 3 hrs

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

### Group A

#### Very short answer Questions

Attempt all question.

(10×1=10)

1. Mention the components of marketing mix.
2. Point out the stages of the evolution of marketing.
3. What is wholesale marketing?
4. What is demand?
5. Give the meaning of buying motive.
6. Write any two differences between concentrated buying and diversified buying.
7. Point out the features of marketing environment.
8. Define micro marketing environment.
9. What do you understand by variable cost?
10. Mention any four types of discount?

### Group B

#### Short answer questions.

Attempt any five questions.

(5×8=40)

11. What is new marketing concept? How it differ from societal marketing concept? Describe.
12. Explain the importance of marketing to the consumers.
13. What is buying? Explain the elements of buying.
14. Describe the factors affecting in selecting the mode of transport.
15. What is internal environment of marketing? What are its components? Describe.
16. Give the meaning of pricing. Also explain its various objectives.

### Group C

#### Long answer question

Attempt any two questions.

(2×15=30)

17. What is marketing? Discuss the importance of marketing to the consumer, firms and society.
18. What do you mean by customer? Discuss its types.
19. Define marketing environment? Describe the impacts of marketing environments on a firm's marketing activities.

**The End**



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### Group B

#### Very short answer Questions

Attempt all question.

(10×1=10)

1. Write the meaning of marketing.
2. What are the elements of marketing mix.
3. Mention any three advantages of air transport.
4. What do you mean by selling?
5. Point out the types of brand.
6. What do you know about marketing information?
7. What are the components of task environment?
8. Mention the importance of pricing to firm/ customer.
9. Point out any five external factors affecting pricing.
10. What are the components of political-legal environment?

### Group B

#### Short answer questions.

Attempt any five questions.

(5×8=40)

11. Explain all the evolution of marketing?
12. Point out any six types of market and explain any three of them.
13. Describe the meaning and function of transport.
14. What is socio-cultural environment of marketing? Explain its impact on firms marketing activities.
15. What is marketing environment? Explain its features.
16. Give the meaning of pricing. Also explain its various objectives.

### Group C

#### Long answer question

Attempt any two questions.

(2×15=30)

17. What is external environment of marketing? What do you know about technological environment and explain its component with example.
18. Define warehouse. Explain its types and functions.
19. Describe all the methods of Buying in detail.

**The End**