



The Times Secondary School

Dillibazar, Kathmandu

First Terminal Examination– 2076

Grade: - XII

Set – A

Full Marks:-80

Stream: Management (Morning 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 questions.

[10×1=10]

1. Point out the stages of the evolution of marketing.
2. Write down the importance of marketing mix?
3. Write down the types of market on the basis geographic area.
4. Classify the market on the basis of control.
5. What is demand?
6. What is wholesale market?
7. Write any two differences between concentrated buying and diversified buying.
8. What do you know about reciprocal buying?
9. What is grading?
10. Give the meaning of standardization?

Group ‘B’

Short answer Questions

Attempt any Five questions

[5×8=40]

1. What is marketing mix? Explain its components.
2. What is market? Explain the various of concepts of marketing.
3. Explain emotional buying motives.
4. Explain the features of Nepalese market.
5. What is buying? Explain the elements of buying.
6. Describe the facilitating functions of marketing.

Group ‘C’

Long Answer questions

Attempt any Two questions

[2×15=30]

1. What is marketing? Discuss the importance of marketing to the consumer, firm and society.
2. Describe the buying process of institutional customers& the factors affecting Individual Buying Decision.
3. What is warehousing? Discuss the functions of warehousing and transportation in marketing.

The End



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Group ‘A’

Very Short answer Questions

Attempt all questions.

[10×1=10]

1. What is marketing?
2. Describe the Product Concept of marketing.
3. Define market.
4. List out the features of Nepalese market.
5. What do you mean by Buying Motive?
6. What is Need?
7. What is Retail Market?
8. Define Concentrated Buying.
9. List out the methods of Buying.
10. What is Facilitating Functions ?

Group ‘B’

Short answer Questions

Attempt any Five questions

[5×8=40]

1. Explain different stages in Evolution of Marketing.
2. What are the types of market? Explain any four of them.
3. Explain the Buying process of Individual consumers.
4. What is selling? Explain the Elements of Selling.
5. What are the factors affecting selection of Mode of Transportation? Explain
6. Define Warehousing. Explain its Importance.

Group ‘C’

Long Answer questions

Attempt any Two questions

[2×15=30]

1. Explain the various Concepts of Marketing. Differentiate between Selling Concept & Modern Marketing Concept.
2. Define Buying Motive. Explain the factors affecting Institutional Buying Decisions.
3. Explain the Strengths & Weakness of Land, Water & Air Transport.

The End