

Tilottama Secondary School

Assignment -2077

Class: 12

Time: 3Hrs

F.M.: 75

P.M.: 27

Subject: Marketing

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

Group “C”

Long Answer Questions

Attempt any two questions:

15*2=30

- 1 What is transportation? What are its features? Explain the factors affecting the selection of mode of transport.
- 2 What is buying motive? Discuss on the buying motives.
- 3 Introduce agriculture marketing with features. Explain the problems of agriculture marketing in Nepal.

Group “A”

Very Short Answer Questions

Attempt all the questions:

1*10=20

- 1 What are four ‘P’s of marketing?
- 2 What is market?
- 3 What is speculative buying?
- 4 What is industrial product?
- 5 Who are channel members?
- 6 What is seasonal discount?
- 7 What do you understand by mail order business?
- 8 List any two physical qualities of a sales person.
- 9 What is personal selling?
- 10 What is network marketing?

Group “B”

Short Answer Questions

Attempt any five questions:

8*5=40

- 1 What is marketing mix? Explain its components
- 2 What are the characteristics of Nepalese Market? Explain them.
- 3 Explain the external components of marketing environment.
- 4 What do you know about unsought products? What are their features?
- 5 What is pricing? Explain the controllable factors in pricing.
- 6 What is super market? State its features.

THE END