

[REF]
Whitefield International College
Town Planning, Nayabazar, Kathmandu

ASSIGNMENT

Class: XII
Subject: Marketing

F.M-100
P.M.-40

Group 'A'

(Short answer questions)

Attempt all the questions.

10x1=10

1. What are the components of marketing mix?
2. Define selling concept of marketing.
3. List out any two importance of marketing to the business firms.
4. What is market from the view point of area?
5. Write down any two different types of individual customer.
6. List out any two emotional buying motives of individual customer.
7. Point out the mode of transportation.
8. Point out any two strengths and weaknesses of air transportation.
9. What do you understand by conservative buying?
10. Write down any two types of Warehouse.

Group 'B'

(Brief answer questions)

Attempt any five questions.

11. What is the modern concept of marketing? What is the importance of marketing to the consumers? 2+6=8
12. What is marketing mix? Explain briefly about the components of marketing mix. 2+6=8
13. What are the characteristics of Nepalese market? 8
14. Describe the buying process of non-institutional customer. 8
15. What do you understand by roadway transportation? Explain any two-two merits and demerits of roadway transportation. 2+6=8
16. What are the factors to be considered while selecting the mode of transportation? 8

Group 'C'

(Comprehensive answer questions)

Attempt any two questions.

17. State and explain the various concepts of Marketing. 15
18. What are the different types of non-institutional customers? Explain. 15
19. What is buying? What elements are involved in the buying function?
Describe any two important buying methods. 3+6+6=15

All the Best

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Group 'A'

(Short answer questions)

Attempt all the questions.

10x1=10

1. Point out the stages of the evolution of marketing.
2. What are the components of marketing mix?
3. List any two importance of marketing to the consumers.
4. What are the types of market on the basis of geographical areas?
5. Point out any two types of individual customer.
6. Point out the two strengths & weakness of road transportation.
7. What is grading?
8. Mention the elements of selling.
9. Mention any two internal component of marketing environment.
10. Mention any two features of Marketing Environment.

Group 'B'

(Brief answer questions)

Attempt any five questions.

11. What do you understand by 4P's of marketing? Explain. 8
12. What is the importance of marketing to the consumers & to the society?
Explain. 4+4=8
13. What are the features of Nepalese market? Explain. 8
14. What are the different types of individual customers? Explain any three of
them. 2+6=8
15. Describe the important tools of demand creation. 8
16. Explain the merits & demerits of road transport. 4+4=8
17. What factors should be considered to select the mode of transport? 8

Group 'C'

(Comprehensive answer questions)

Attempt any two questions.

- | | |
|---|----|
| 18. State & explain the different business concepts of marketing. | 15 |
| 19. Classify & explain the various types of market. | 15 |
| 20. What are the different types of non-institutional customers? Explain. | 15 |

All the Best

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Group "A"

Very short question answer.

Attempt the entire question

1. Point out the stages of the evolution of marketing.
2. What are the components of marketing mix? Mix out?
3. List any 4 importance of marketing to the business firms.
4. Define market.
5. Differentiate between customer and consumer.
6. What is buying? State in short
7. State the elements of buying.
8. Point out the modes of transportation?
9. Point out 2 strengths and weaknesses of air transportation.
10. Define the supporting components of marketing mix.

Group "B"

Short question answer (Attempt any 5)

(5x8=40)

11. WHAT IS MARKETING? Differentiate between modern concepts and traditional concepts of marketing.
12. Briefly explain the evolution of marketing?
13. What do you mean by 4 components of marketing? Explain
14. What are the features of Nepalese market? Explain?
15. What is selling? Explain the different elements of selling.
16. Define the different types of market on the basis of geographical area and volume.

Group "C"

Comprehensive answer question

(2x15=30)

17. What is marketing? Explain the importance of marketing in the modern world.
18. Explain the various types of non -institutional customers?
19. What do you mean by buying? Define the various methods of buying.

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Group "A"

Very short question answer.

Attempt the entire question

1. What are the supportive components of marketing mix?
2. List out any four importance of marketing to the customers.
3. What are the types of market on the basis of geographical areas?
4. Who are the individual customers?
5. State and elements of buying.
6. What do you mean by air transportation?
7. What is marketing environment?
8. What do you mean by product?
9. Mention any one difference between consumer products and industrial products.
10. List out any four features of marketing environment.

Group "B"

Short question answer (Attempt any 5)

(5x8=40)

1. What do you understand by four P's of marketing? Explain.
2. Explain the evolution of marketing.
3. What are the features of Nepalese market? Explain.
4. What do you understand by road transport? Explain the merits and demerits of road transport.
5. What do you mean by convenience products? Mention its features and marketing strategies.
6. Explain the channel of distribution for consumer goods.

Group "C"

Comprehensive answer question

(2x15=30)

1. What is marketing? Explain the importance of marketing to the consumers, to the firm and the society. 3+12+15
2. Classify and explain the various types of market. 15
3. Explain the various types of warehousing. 15
4. Explain the channel of distribution for consumer goods. 15

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Group "A"

Very short question answer.

Attempt the entire question

1. Point out any one difference between traditional and modern concept of marketing.
2. What are the components of marketing mix? Point out.
3. List any 4 importance of marketing to the business firms.
4. Define market.
5. Differentiate between customer and consumer.
6. What is buying? State in short
7. State the elements of buying.
8. Point out the modes of transportation?
9. Point out 2 features of marketing environment.
10. Define the supporting components of marketing mix.

Group "B"

Short question answer (Attempt any 5)

(5x8=40)

11. WHAT IS MARKETING? Differentiate between modern concepts and traditional concepts of marketing.
12. Briefly explain the evolution of marketing?
13. What do you mean by 4 P's marketing? Explain its component.
14. What are the features of Nepalese market? Explain?
15. What is selling? Explain the different elements of selling.
16. What do you mean by air-transport? Explain its merits and demerits.

Group "C"

Comprehensive answer question

(2x15=30)

17. What is marketing? Explain the importance of marketing in the modern world.
18. Explain the various types of non -institutional customers?
19. What is warehousing?
Explain the various types of warehousing? 3+12=15

All the Best