

Marketing

NEW SYLLABUS

Full Marks: 100 (80T + 20P)

Teaching Hours: 150 (120T + 30P)

I. Introduction

In recent years, marketing has become essence in all the sectors of business like agriculture, industry, banking, insurance, hospitals, and other social organizations as well. Marketing has become the subject of serious concern and discussion these days. Not only within the national boundary, the scope of marketing has been spreading outside the national boundary. These days, marketing has been used not only as a business strategy but also as a business tactics to win the confidence of the customers in a more competitive arena. Therefore, these days, without marketing, it has become virtually not possible for business people to succeed.

After the restoration of democracy in Nepal during 1990s, the government adopted the economic liberalization policy. A large number of industrial and commercial undertakings have come into existence in the country. As a result, Nepalese business sector has become more complex. This situation has created a greater demand for the implementation of marketing philosophy in the country not only in the business and education sectors of Nepal, but also in daily life of consumers.

This course on marketing has been designed for the higher secondary level education. The course will follow a conceptual and functional approach to teaching and learning the elementary marketing principles and practices. It shall introduce the studies to the major functions involved in the marketing process of a business organization. This is a theory-cum-practical course which consists of nine units

II. General Objectives

This course on marketing aims at imparting foundation knowledge of marketing among students in order to prepare them for university level education. The course shall also be useful for students pursuing a career at the front line marketing jobs such as salespersons, sales representatives and supervisors.

III. Specific Objectives

The specific objectives of this course are to:

- introduce the students to the modern marketing concept;
- impart knowledge on the key elements of marketing;
- impart foundation knowledge in relation to marketing functions performed business organizations; and
- make the students familiar with some of the emerging issues and tools of marketing.

IV. Course Content

1. INTRODUCTION

15 HRS

- Meaning, Evolution and Importance of Marketing. 4
- Various Concepts of Marketing: (a) Production Concept (b) Product Concept (c) Selling Concept (d) Modern Marketing Concept (e) Societal Marketing Concept 5
- Marketing Mix: Concept, Major & Supportive Components and importance 4
- A Case Study on Marketing Concept. 2

2. COMPONENTS OF MARKETING

14 HRS

- Markets: (a) Concepts and Types (b) Features of Nepalese market. 3
- Customers: (a) Concept and Classifications - Individual (non-institutional) and Institutional (Organizational) Buyers (b) Buying Motives (c) Buying Process of Individual Consumers and Institutional Buyers (d) Factors affecting Individual and Institutional Buying Decisions 7
- Demand: Concept of Needs, Wants, and Demand- Creation of Demand 2
- Marketing Process: Concept and Structure 2

3. MARKETING FUNCTIONS

10

- Merchandizing Function: (a) Buying: Nature and Elements; Methods of Buying (b) Selling: nature and Elements of Selling 2
- Physical Distribution Function: (a) Transportation: Feature and Functions of Transport; Strengths and Weaknesses of Land, Water and Air Transport; Factors

	affecting in Selecting Mode of Transport. (b) Warehousing: Concept, Functions, Importance and Types of Warehousing.	4
3.	Facilitating Functions: Grading & Standardization, Financing, Risk bearing, and Market Information.	2
4.	Field Visit and Class Presentation.	2
4.	MARKETING ENVIRONMENT	8
1.	Meaning and Features of Marketing Environment;	2
2.	Components of Marketing Environment: Internal and External);	4
3.	Impacts of Marketing Environment on a Firm's Marketing Activities.	2
5.	PRODUCT	20
1.	Meaning of Products;	2
2.	Types of consumer and Industrial Products;	4
3.	Branding: Meaning of Brands and Trade Mark; Importance of Branding; Types of Brands; Reasons for not Branding Products; and Qualities of good Branding.	5
4.	Packaging: Meaning, Functions and Importance of Packaging; Types of Packaging; Features of Good Packaging.	5
5.	Labeling: Meaning, Types and Functions of Labeling.	2
6.	Field/Industrial Visit and Class Presentation.	2
6.	PRICING	8
1.	Meaning of Pricing and Forms of Price	1
2.	Objective and Importance of Pricing	2
3.	Pricing Allowances and Discounts	1
4.	Types of Cost: Fixed Costs and Variable Costs	1
5.	Factors affecting Pricing: Internal and External Factors	3
7.	DISTRIBUTION	15
1.	Meaning and Elements of distribution;	1
2.	Channels of Distribution for Consumers and Industrial Products;	2
3.	Channel Members: A brief introduction of agents, wholesalers and retailers;	2
4.	Wholesaling: Meaning of wholesaler and Wholesaling, Role and Functions of Wholesaler.	3
5.	Retailing: Meaning of Retailer and Retailing, Roles and Functions of Retailers; Types of Retailers – Departmental Stores, Super Market, Multiple Shops/Chain Stores, Consumers' Cooperatives and Mail Order Business.	5
8.	PROMOTION	15
1.	Meaning, Importance and Components of Promotion;	2
2.	Advertising: Meaning, Features and Importance of Advertising; Types of Advertising	4
3.	Personal Selling: Meaning and Importance; Types of Sales Persons; Qualities of a Good Salesperson; Sales Process: Meaning and Process of Indoor and Outdoor Sales;	3
4.	Sales Promotion: Meaning and Importance of Sales Promotion; Methods of Consumer Promotion and Trade Promotion;	3
5.	Publicity and Public Relations: Meaning, Features and Importance of Publicity and Public Relations;	2
6.	Home Assignments and Class Presentation.	1
9.	EMERGING ISSUES IN MODERN MARKETING	15
1.	Agriculture Marketing: Meaning and Features; Problems and Prospects of Agricultural Marketing in Nepal;	3
2.	Industrial Marketing: Meaning and Features; Problems and Prospects of Industrial Marketing in Nepal;	2
3.	E-commerce: Concept and Method of E-Commerce; Meaning and Features of Internet Marketing; Use of Internet;	3
4.	Telemarketing and Televised Marketing: meaning and Features of Telephone and Televised Marketing; Problems and Prospects of Televised and Telemarketing in Nepal;	3
5.	Network Marketing- Concept and Importance	2
6.	Field Visits and Class Presentation.	2

Course Component: Theory 120 Lecture Hours and 30 Practical Classes (Project Work)

Total Lecture Hours: 120;

Full Marks: Theory Classes-80% and Practical Classes (Project Work) 20%;

Teaching strategies:

- | | |
|------------------------------------|-----------------------|
| i. Classroom lectures; | ii. Group discussion; |
| iii. Paper presentation; | iv. Case study; |
| v. Home assignment & Field visits; | vi. Project Work; |

Reference books:

1. Sherlekar, S. A., Modern Marketing, Mumbai, India: Himalaya Publishing House.
2. Armstrong and Kotler, Principles of marketing, Prentice Hall of India.
3. Shrestha, Shyam K., Fundamentals of Marketing (5th Edition), Kathmandu: Asmita Publication.
4. Thapa, Surendra, Introduction to Marketing, Kathmandu: Ratna Pustak Bhandar.
5. K.C., Fatta Bahadur, Introduction to Marketing, Kathmandu: Sukunda Pustak Bhandar.
6. Koirala, K.D., Elements of Marketing, Kathmandu: Buddha Academic Enterprise.

QUESTION PATTERN

Question pattern has been designed with a view to test various capabilities of the students. Questions have been designed to make wide coverage of the curriculum. Therefore, three types of question pattern have been managed in the question paper as follow:

1. **Brief Answer Questions-** These questions require no description, which can be answered in not more than two minutes; the students will give direct answer to the question. This type of question is asked to evaluate the conceptual or fundamental knowledge of the students about the subject matter.
2. **Short Answer Questions-** These questions require brief description which can be answered in maximum of 15 minutes. This type of question is asked to evaluate the descriptive capacity of the students.
3. **Comprehensive Answer Questions-** These questions require a long description to each question. This type of question is asked to evaluate the comprehensive or analytical knowledge of the students about the subject matter. The students may require about 30 minutes per question to answer.

After the evaluation of the answer sheets of the students containing the above-mentioned questions, the teacher will understand level of knowledge of the students about the subject matter and his writing skill.

In addition, the students will be able to manage time in the examination room to complete the entire questions within the given time period i.e. three hours. This will also help the concerned teachers in giving necessary instructions to the students.

MODEL QUESTIONS 2068

Full Mark: 80

GROUP-A: Brief Answer Questions

Attempt ALL the questions:

1. Identify any two important contributions of marketing to the marketer.
2. Point out the major components of marketing mix.
3. Identify any three characteristics of Nepalese market.
4. Point out any two strengths and two weaknesses of air transport.
5. What is marketing environment?
6. Point out any four reasons for branding a product by the market.
7. What is the difference between quantity discount and trade discount?
8. Point out any two functions of a retailer and any two functions of a wholesaler.
9. What is sales promotion? Point out any three types of consumer promotion technique.
10. Identify any two advantages of televised marketing and two demerits of telemarketing.

Pass Mark: 32

[10 × 1 = 10]

GROUP-B: Short Answer Questions

(5 × 8 = 40)

Attempt any FIVE questions:

11. Explain briefly the evolution of marketing. (8)
 12. What is buying motive? Explain on any two types of buying motive. (3+5)
 13. What is water transport? Why is it important to a landlocked country like Nepal? Explain briefly. (3+5)
 14. Differentiate consumer products from industrial products. (4+4)
 15. Explain the channels of distribution for consumer goods. (4+4)
 16. What is display advertising? What are its benefits to the marketers? Explain briefly. (3+5)

GROUP-C: Comprehensive Answer Questions:

(2 × 15 = 30)

Attempt any TWO questions

17. Identify the various concepts of marketing with short introduction and differentiate the modern marketing concept from societal marketing concept. (6+9)
 18. What is labelling? Explain its types and functions. Also justify its importance to the consumers. (3+6+6)
 19. What is personal selling? Identify the various types of salesperson. Also explain any four essential qualities of a good salesperson. (3+6+6)

UNIT 1: INTRODUCTION**VERY SHORT ANSWER QUESTIONS [1 MARKS]****1. 2073 Q.No. 1**

What are the elements of marketing mix? (1)

बजारशास्त्र सम्मिश्रणका तत्वहरू के के हुन् ?

2. 2072 Supp. Q.No. 1

Write down any two importance of marketing. (1)

बजारशास्त्रको कुनै दुई वटा महत्व लेख्नु होस् ।

3. 2072 Q.No. 1

Write the meaning of marketing. (1)

बजारशास्त्रको अर्थ लेख्नुहोस् ।

4. 2072 Set E Q.No. 1

What are the components of marketing mix? (1)

बजारशास्त्र सम्मिश्रणका तत्वहरू के के हुन् ?

5. 2071 Supp Q.No. 1

What is marketing mix? (1)

बजारशास्त्र सम्मिश्रण भनेको के हो ?

6. 2071 Supp Q.No. 2

What is marketing concept? (1)

बजारशास्त्रका अवधारणा भनेको के हो ?

7. 2071 Q.No. 1

Point out the stages of the evolution of marketing. (1)

बजारशास्त्रका विकासका चरणहरू उल्लेख गर्नुहोस् ।

8. 2070 Q.No. 3

What is product? (1)

वस्तु भनेको के हो ?

9. 2070 Q.No. 2

Mention the components of marketing mix. (1)

बजारशास्त्र सम्मिश्रणका तत्वहरू उल्लेख गर्नुहोस् ।

10. 2069 Q.No. 1

Mention the components of marketing mix. (1)

बजारशास्त्र सम्मिश्रणका तत्वहरू उल्लेख गर्नुहोस् ।

SHORT ANSWER QUESTIONS [8 MARKS]**11. 2073 Q.No. 11**

What is marketing? Explain the evolution of marketing. [8]
 बजारशास्त्र भनेको के हो ? बजारशास्त्रको विकासक्रम वर्णन गर्नु होस् ।

12. 2072 Supp. Q.No. 11

What is marketing? Explain its components. [2+6]
 बजारशास्त्र भनेको के हो ? यसका तत्वहरूको वर्णन गर्नु होस् ।

13. 2072 Q.No. 11

What is new marketing concept? How it differ from societal marketing concept? [8]
 नयाँ बजारशास्त्र अवधारणा भनेको के हो ? यो सामाजिक बजारशास्त्र अवधारणाबाट कसरी फरक छ ?

14. 2072 Set E Q.No. 11

Explain the social marketing concept. [8]
 बजारशास्त्रको समाजगत अवधारणाबारे वर्णन गर्नु होस् ।

15. 2071 Q.No. 11

What are the four components (4ps) of marketing mix? Explain. [8]
 बजारशास्त्रका समिश्रणका चार तत्वहरू (4ps) के के हुन् ? वर्णन गर्नुहोस् ।

16. 2070 Q.No. 11

What is new marketing concept? How it differ from societal marketing concept? Describe. [2+6]
 नयाँ बजारशास्त्र अवधारणा भनेको के हो ? यो सामाजिक बजारशास्त्र अवधारणाबाट कसरी फरक छ ? बयान गर्नुहोस् ।

17. 2069 Q.No. 11

What is marketing mix? Explain its components. [2+6]
 बजार समिश्रण भनेको के हो ? यसका तत्वहरूबारे वर्णन गर्नुहोस् ।

LONG ANSWER QUESTIONS [15 MARKS]**18. 2071 Supp Q.No. 17**

Discuss the importance of marketing to the firm, society and customer. [15]
 फर्म, समाज र उपभोक्ताको लागि बजारशास्त्रको महत्त्वबारे छलफल गर्नुहोस् ।

19. 2071 Q.No. 17

What is marketing? Discuss the importances of marketing in modern world. [15]
 बजारशास्त्र भन्नाले के बुझिन्छ ? आधुनिक संसारमा बजारशास्त्रका महत्त्वहरू छलफल गर्नुहोस् ।

20. 2070 Q.No. 17

Define marketing. Discuss the various concepts of marketing. [3+12]
 बजारशास्त्रको परिभाषा लेख्नुहोस् । बजारशास्त्रका विभिन्न अवधारणाहरूको छलफल गर्नुहोस् ।

21. 2069 Q.No. 8

What is marketing? Discuss the importance of marketing to the consumer, firms and society. [15]
 बजारशास्त्र भनेको के हो ? उपभोक्ता, फर्म र समाजका लागि बजारशास्त्रको महत्त्व छलफल गर्नुहोस् ।

UNIT 2: COMPONENTS OF MARKETING**VERY SHORT ANSWER QUESTIONS [1 MARKS]****1. 2073 Q.No. 2**

Give the meaning of buying motives. [1]
 खरीद उद्देश्यको अर्थ लेख्नु होस् ।

2. 2072 Supp. Q.No. 2

Give the meaning of buying motive. [1]
 खरीद उद्देश्यको अर्थ लेख्नु होस् ।

3. 2072 Q.No. 2

Mention the various concepts of market.

बजारको विभिन्न अवधारणाहरू लेख्नुहोस् ।

[1]

4. 2072 Set E Q.No. 2

What are the types of market on the basis of geographical areas?

भौगोलिक क्षेत्रका आधारमा बजारहरू कति प्रकारका हुन्छन् ?

[1]

5. 2071 Supp Q.No. 3

What do you understand by institutional buyers?

संस्थागत किता भन्नाले तपाईं के बुझ्नुहुन्छ ?

[1]

6. 2071 Q.No. 2

What is demand?

माग भनेको के हो ?

[1]

7. 2070 Q.No. 4

Give the meaning of buying motives.

खरीद उद्देश्यको अर्थ लेख्नुहोस् ।

[1]

8. 2069 Q.No. 2

What is wholesale market?

थोक बजार भनेको के हो ?

[1]

SHORT ANSWER QUESTIONS [8 MARKS]**9. 2073 Q.No. 12**

Explain emotional buying motives.

भावनात्मक खरीद उद्देश्यको वर्णन गर्नु होस् ।

[8]

10. 2072 Supp. Q.No. 12

What is buying motives? Explain rational buying motives with suitable examples.

खरीद उद्देश्य भनेको के हो ? विवेकपूर्ण खरीद उद्देश्यको उदाहरण सहित वर्णन गर्नु होस् ।

[3+5]

11. 2072 Set E Q.No. 12

What are the features of Nepalese market? Explain.

नेपाली बजारका विशेषताहरू के के हुन् ? वर्णन गर्नु होस् ।

[8]

12. 2071 Q.No. 12

What is market? Explain its features.

बजार भनेको के हो ? यसका विशेषताहरू वर्णन गर्नुहोस् ।

[8]

13. 2069 Q.No. 12

What is market? Explain the various concepts of market.

बजार भनेको के हो ? बजारका विभिन्न अवधारणाहरू वर्णन गर्नुहोस् ।

[3+5]

14. 2069 Q.No. 13

What is buying? Explain the elements of buying.

खरीद भनेको के हो ? खरीदका तत्त्वहरू वर्णन गर्नुहोस् ।

[3+5]

LONG ANSWER QUESTIONS [15 MARKS]**15. 2072 Set E Q.No. 17**

What do you mean by buying motive? Discuss its classifications.

खरीद उद्देश्य भन्नाले के बुझ्नु हुन्छ ? यसको वर्गीकरणहरूको बारेमा छलफल गर्नु होस् ।

[15]

UNIT 3: MARKETING FUNCTIONS**VERY SHORT ANSWER QUESTIONS [1 MARKS]****1. 2073 Q.No. 3**

Write any two difference between concentrated buying and diversified buying.

केन्द्रीकृत र विकेन्द्रीकृत खरीद विधिविच कुनै दुईवटा भिन्नता लेख्नु होस् ।

[1]

2. 2072 Supp. Q.No. 3

Point out any two functions of warehouse. [1]
 गोदामका कुनै दुई कार्यहरु उल्लेख गर्नु होस् ।

3. 2072 Q.No. 3

What do you know about reciprocal buying? [1]
 पारस्परिक खरीद भन्नाले के बुझ्नुहुन्छ ?

4. 2072 Set E Q.No. 3

Point out the modes of transportation. [1]
 यातायातका प्रकारहरू उल्लेख गर्नु होस् ।

5. 2071 Supp Q.No. 4

What do you know about market information? [1]
 बजार सूचना भन्नाले तपाईं के बुझ्नुहुन्छ ?

6. 2071 Q.No. 9

What is grading? [1]
 श्रेणीकरण भनेको के हो ?

7. 2069 Q.No. 3

Give the meaning of standardization? [1]
 स्तरीकरणको अर्थ लेख्नुहोस् ।

SHORT ANSWER QUESTIONS [8 MARKS]**8. 2073 Q.No. 13**

Explain the meaning and types of warehouse. [8]
 गोदामको अर्थ र यसका प्रकारहरू वर्णन गर्नु होस् ।

9. 2072 Supp. Q.No. 13

Explain the meaning and types of warehouse. [3+5]
 गोदामको अर्थ र यसका प्रकारहरू वर्णन गर्नु होस् ।

10. 2072 Q.No. 12

What is buying? Explain the elements of buying. [8]
 खरीद भनेको के हो ? यसका तत्वहरू वर्णन गर्नुहोस् ।

LONG ANSWER QUESTIONS [15 MARKS]**11. 2072 Q.No. 19**

What is transportation? What are its features? Explain the factors affecting the selection of mode of transport. [15]
 यातायात भनेको के हो ? यसका विशेषताहरू के के हुन् ? यातायातको माध्यम छनौटमा प्रभाव पार्ने तत्वहरूको व्याख्या गर्नुहोस् ।

12. 2071 Q.No. 18

What is warehousing? Discuss the functions of warehousing and transportation in marketing. [15]
 गोदाम भन्नाले के बुझ्नुहुन्छ ? बजारशास्त्रमा गोदाम र यातायातको कार्यहरूबारे छलफल गर्नुहोस् ।

UNIT 4: MARKETING ENVIRONMENT**VERY SHORT ANSWER QUESTIONS [1 MARKS]****1. 2073 Q.No. 4**

Point out the features of marketing environment. [1]
 बजारशास्त्र वातावरणका विशेषताहरू उल्लेख गर्नु होस् ।

2. 2072 Supp. Q.No. 4

Mention any two features of marketing environment. [1]
 बजारशास्त्र वातावरणका कुनै दुई विशेषताहरू उल्लेख गर्नु होस् ।

3. 2072 Q.No. 4

Point-out the features of marketing environment.

[1]

बजारशास्त्र वातावरणका विशेषताहरू उल्लेख गर्नुहोस् ।

4. 2071 Supp Q.No. 5

Point out the features of marketing environment.

[1]

बजारशास्त्र वातावरणका विशेषताहरू उल्लेख गर्नुहोस् ।

5. 2071 Q.No. 3

List out the features of marketing environment.

[1]

बजारशास्त्र वातावरणका विशेषताहरू उल्लेख गर्नुहोस् ।

6. 2070 Q.No. 5

Give the meaning of marketing environment.

[1]

बजारशास्त्र वातावरणको अर्थ लेख्नुहोस् ।

7. 2069 Q.No. 4

Mention the components of macro environment.

[1]

सूक्ष्म वातावरणका तत्त्वहरू उल्लेख गर्नुहोस् ।

SHORT ANSWER QUESTIONS [8 MARKS]**8. 2073 Q.No. 14**

What is socio cultural environment of marketing? Explain its impact on firm's marketing activities.

[8]

बजारशास्त्रको सामाजिक-सांस्कृतिक वातावरण भनेको के हो ? फर्मको बजारशास्त्र क्रियाकलापमा यसको प्रभावबारे उल्लेख गर्नु होस् ।

9. 2072 Supp. Q.No. 14

What is socio-cultural environment of marketing? Explain its impact on firm's marketing activities.

[3+5]

बजारशास्त्रको सामाजिक सांस्कृतिक वातावरण भनेको के हो ? फर्मको बजारशास्त्र क्रियाकलापमा यसको प्रभावबारे उल्लेख गर्नु होस् ।

10. 2072 Set E Q.No. 13

Explain the external components of marketing environment.

[8]

बजारशास्त्र वातावरणका बाहिरी तत्वहरूको वर्णन गर्नु होस् ।

11. 2070 Q.No. 12

What is internal environment of marketing? What are its components? Describe.

[2+6]

बजारशास्त्रमा आन्तरिक वातावरण भनेको के हो ? यसका तत्वहरू के के हुन् ? बयान गर्नुहोस् ।

LONG ANSWER QUESTIONS [15 MARKS]**12. 2072 Q.No. 17**

Define marketing environment. Describe the impact marketing environment on a firm's marketing activities.

[15]

बजारशास्त्र वातावरणलाई परिभाषित गर्नुहोस् । फर्मको बजारशास्त्र क्रियाकलापमा बजारशास्त्र वातावरणको प्रभावबारे वर्णन गर्नुहोस् ।

UNIT 5: PRODUCT**VERY SHORT ANSWER QUESTIONS [1 MARKS]****1. 2073 Q.No. 5**

Why products are labeled?

[1]

वस्तुमा लेबल किन गरिन्छ ?

2. 2072 Supp. Q.No. 5

What is branding?

[1]

वस्तु नामाकरण भनेको के हो ?

3. 2072 Q.No. 5
Mention any three features of shopping product. [1]
किनमेलका वस्तुको कुनै तिन विशेषताहरू उल्लेख गर्नुहोस् ।
4. 2072 Q.No. 6
What is branding? [1]
मार्का भनेको के हो ?
5. 2072 Set E Q.No. 4
List out the types of consumer's product. [1]
उपभोक्ता वस्तुहरूको प्रकारहरू उल्लेख गर्नु होस् ।
6. 2072 Set E Q.No. 5
List out the qualities of good brand name. [1]
असल ब्राण्ड नामका गुणहरू उल्लेख गर्नु होस् ।
7. 2071 Supp Q.No. 6
Point out the types of consumer product. [1]
उपभोक्ता वस्तुको प्रकारहरू उल्लेख गर्नुहोस् ।
8. 2071 Q.No. 4
Define labelling in short. [1]
लेबलिङको छोटकरीमा परिभाषा गर्नुहोस् ।
9. 2070 Q.No. 3
What is product? [1]
वस्तु भनेको के हो ?
10. 2070 Q.No. 6
What is branding? [1]
ब्राण्डिङ भनेको के हो ?
11. 2069 Q.No. 5
Point out the types of brand. [1]
ब्रान्डका प्रकारहरू लेख्नुहोस् ।
- SHORT ANSWER QUESTIONS [8 MARKS]**
12. 2073 Q.No. 15
All trademarks are brands but all brands are not trademark.' Comment. [8]
'सबै व्यापार चिन्ह मार्का हो तर सबै मार्का व्यापार चिन्ह होइन' टिप्पणी गर्नु होस् ।
13. 2072 Supp. Q.No. 15
What is packaging? Explain its importance. [2+6]
प्याकेजिङ भनेको के हो ? यसको महत्वबारे वर्णन गर्नु होस् ।
14. 2072 Q.No. 13
Explain the meaning and features of convenience product. [8]
सुविधाका वस्तुको अर्थ र विशेषताहरू वर्णन गर्नुहोस् ।
15. 2071 Supp Q.No. 11
"All trade marks are brands but all brands are not trade mark". Comment. [8]
"सबै व्यापार चिन्ह मार्का हो तर सबै मार्का व्यापार चिन्ह होइन" टिप्पणी गर्नुहोस् ।
16. 2071 Q.No. 13
Explain the major functions of packaging. [8]
संवेष्टनका मुख्य कार्यहरू वर्णन गर्नुहोस् ।
17. 2070 Q.No. 13
Describe the meaning and features of shopping product. [2+6]
किनमेलका वस्तुको अर्थ र विशेषताहरू वर्णन गर्नुहोस् ।
18. 2069 Q.No. 14
What is branding? Explain the reasons for not branding. [2+6]
वस्तु नामाकरण भनेको के हो ? वस्तु नामाकरण नगर्नाका कारणहरू वर्णन गर्नुहोस् ।

LONG ANSWER QUESTIONS [15 MARKS]**19. 2072 Set E Q.No. 18**

What is industrial product? Discuss the various types of industrial products. [15]
औद्योगिक वस्तु भनेको के हो ? औद्योगिक वस्तुका विभिन्न प्रकारहरूबारे छलफल गर्नु होस् ।

20. 2069 Q.No. 17

What is consumer products? Discuss the various types of consumer products. [15]
उपभोक्ता वस्तु भनेको के हो ? उपभोक्ता वस्तुका विभिन्न प्रकारका बारेमा छलफल गर्नुहोस् ।

UNIT 6: PRICING**VERY SHORT ANSWER QUESTIONS [1 MARKS]****1. 2073 Q.No. 6**

Mention any three of pricing objective. [1]
मूल्य निर्धारणका कुनै तिन उद्देश्यहरू उल्लेख गर्नु होस् ।

2. 2072 Supp. Q.No. 6

What do you mean by trade discount? [1]
व्यापार छुट भन्नाले के बुझ्नु हुन्छ ?

3. 2072 Q.No. 7

Mention any four types of discount. [1]
छुटको कुनै चार प्रकारहरू उल्लेख गर्नुहोस् ।

4. 2072 Set E Q.No. 6

What is cash discount? [1]
नगद छुट भनेको के हो ?

5. 2071 Supp Q.No. 7

Give the meaning of trade in allowance. [1]
व्यापारमा सहूलियत भनेको के हो ?

6. 2071 Q.No. 8

Mention any two profit-oriented objectives of pricing. [1]
मूल्य निर्धारणका कुनै दुई नाफा-मुखी उद्देश्यहरू उल्लेख गर्नुहोस् ।

7. 2069 Q.No. 6

What is trade discount? [1]
व्यापार छुट भनेको के हो ?

SHORT ANSWER QUESTIONS [8 MARKS]**8. 2072 Supp. Q.No. 16**

Describe the factors affecting price determination. [8]
मूल्य निर्धारणमा प्रभाव पार्ने तत्वहरू व्याख्या गर्नु होस् ।

9. 2072 Q.No. 14

Give the meaning of pricing. Explain its various objectives. [8]
मूल्य निर्धारणको अर्थ दिनुहोस् । यसका विभिन्न उद्देश्यहरू वर्णन गर्नुहोस् ।

10. 2072 Set E Q.No. 14

Describe the uncontrollable factors to determine the price. [8]
मूल्य निर्धारणमा प्रभाव पार्ने बाध्य तत्वहरूको बारेमा व्याख्या गर्नु होस् ।

11. 2071 Supp Q.No. 12

Describe the factors affecting price determination. [8]
मूल्य निर्धारणमा प्रभाव पार्ने तत्वहरू व्याख्या गर्नुहोस् ।

UNIT 7: DISTRIBUTION**VERY SHORT ANSWER QUESTIONS [1 MARKS]****1. 2073 Q.No. 7**

What do you understand by mail order business? [1]

हुलाक आदेश व्यापार भन्नाले के बुझ्नु हुन्छ ?

2. 2072 Supp. Q.No. 7

Write down the characteristics of co-operative store. [1]

सहकारी भण्डारका विशेषताहरू लेख्नु होस् ।

3. 2072 Q.No. 8

Give the meaning of distribution. [1]

वितरणको अर्थ लेख्नुहोस् ।

4. 2072 Set E Q.No. 7

Mention any three roles of retailer. [1]

खुद्रा विक्रेताका कुनै तीनवटा भूमिकाहरू उल्लेख गर्नु होस् ।

5. 2071 Supp Q.No. 8

Mention the elements of distribution. [1]

वितरणका तत्वहरू उल्लेख गर्नुहोस् ।

6. 2071 Q.No. 6

Who is an agent in marketing? [1]

बजारशास्त्रमा एजेण्ट भन्नाले कसलाई बुझिन्छ ?

7. 2071 Q.No. 7

What is mail order business? [1]

हुलाक आदेश व्यापार भन्नाले के बुझिन्छ ?

8. 2069 Q.No. 7

What is distribution? [1]

वितरण भनेको के हो ?

SHORT ANSWER QUESTIONS [8 MARKS]**9. 2072 Q.No. 15**

Describe the role of retailer in distribution channel. [8]

वितरण माध्यममा खुद्रा विक्रेताको भूमिका वर्णन गर्नुहोस् ।

10. 2072 Set E Q.No. 15

What is co-operative society? Explain its features. [8]

सरकारी समाज भनेको के हो ? यसका विशेषताहरू वर्णन गर्नु होस् ।

11. 2071 Supp Q.No. 13

Who is wholesaler? Explain the role of wholesaler in distribution channel. [8]

थोक विक्रेता को हो ? वितरण माध्यममा थोक विक्रेताको भूमिका व्याख्या गर्नुहोस् ।

12. 2071 Q.No. 14

What is wholesaling? Explain its features. [8]

थोक विक्री भन्नाले के बुझिन्छ ? यसका विशेषताहरूको वर्णन गर्नुहोस् ।

13. 2070 Q.No. 14

Explain the role of retailers in distribution channel. [8]

वितरण माध्यममा खुद्रा विक्रेताको भूमिकाबारे वर्णन गर्नुहोस् ।

14. 2069 Q.No. 15

What is wholesaling? Explain its features. [2+6]

थोक विक्री भनेको के हो ? यसका विशेषताहरू वर्णन गर्नुहोस् ।

LONG ANSWER QUESTIONS [15 MARKS]**15. 2073 Q.No. 17**

What is channel of distribution? Discuss the channel structure for consumer product and industrial product. [15]

वितरणका माध्यम भनेको के हो ? उपभोक्ता वस्तु तथा औद्योगिक वस्तुका माध्यम ढाँचा छलफल गर्नु होस् ।

16. 2072 Supp. Q.No. 17

Who is wholesaler? What are its features? Discuss the role of wholesaler in to distribution channel. [3+4+8]

थोक विक्रेता को हो ? यसको विशेषताहरू के के हुन् ? वितरण माध्यममा थोक विक्रेताको भूमिका छलफल गर्नु होस् ।

17. 2071 Q.No. 19

What is departmental store? Differentiate between departmental store and super market. [15]

विभागीय-भण्डार भन्नाले के बुझिन्छ ? विभागीय भण्डार र विशाल बजारबीच भिन्नता छुट्याउनुहोस् ।

18. 2070 Q.No. 18

What is departmental store? What are its features? Also differentiate it from super market. [3+6+6]

विभागीय भण्डार भनेको के हो ? यसका विशेषताहरू के के हुन् ? विशाल बजार भन्दा यसको फरक छुट्याउनुहोस् ।

UNIT 8: PROMOTION**VERY SHORT ANSWER QUESTIONS [1 MARKS]****1. 2073 Q.No. 8**

Why advertising is important for consumer? [1]

उपभोक्ताको लागि विज्ञापनको महत्त्व किन छ ?

2. 2072 Supp. Q.No. 8

Give the meaning of personal selling. [1]

व्यक्तिगत विक्रयको अर्थ दिनु होस् ।

3. 2072 Q.No. 9

What are the components of Promotion? [1]

प्रवर्धनका तत्वहरू के के हुन् ?

4. 2072 Set E Q.No. 8

What do you mean by public relation? [1]

जनसम्पर्क भन्नाले के बुझिन्छ ?

5. 2071 Supp Q.No. 9

Why advertising is important for consumer? [1]

उपभोक्ताको लागि विज्ञापनको महत्त्व किन छ ?

6. 2071 Q.No. 8

Mention any three types of advertising? [1]

कुनै तीन प्रकारका विज्ञापनहरू उल्लेख गर्नुहोस् ।

7. 2070 Q.No. 7

What do you understand by trade discount? [1]

व्यापार छुट भन्नाले के बुझनुहुन्छ ?

8. 2070 Q.No. 8

Give the meaning of promotion. [1]

प्रवर्धनको अर्थ लेख्नुहोस् ।

9. 2070 Q.No. 9

Give the meaning of advertisement. [1]

विज्ञापनको अर्थ लेख्नुहोस् ।

10. 2069 Q.No. 8

What is public relation?
जनसम्पर्क भनेको के हो ?

[1]

SHORT ANSWER QUESTIONS [8 MARKS]**11. 2073 Q.No. 16**

Describe the qualities of a good salesperson.
एउटा कुशल विक्रेताका गुणहरूको व्याख्या गर्नु होस् ।

[8]

12. 2072 Q.No. 16

Explain the meaning and importance of public relation.
जनसम्पर्कको अर्थ र महत्व वर्णन गर्नुहोस् ।

[8]

13. 2072 Set E Q.No. 16

Define advertising with its objectives.
विज्ञापनको उद्देश्य सहित परिभाषा दिनु होस् ।

[8]

14. 2071 Supp Q.No. 14

Explain the sales process of indoor salesperson.
आन्तरिक विक्रेताका विक्री प्रक्रिया वर्णन गर्नुहोस् ।

[8]

15. 2071 Q.No. 15

Describe the qualities of a good salesperson.
एउटा कुशल विक्रेताका गुणहरूको व्याख्या गर्नुहोस् ।

[8]

16. 2070 Q.No. 15

Explain the qualities of a successful sales person.
सफल विक्रेताका गुणहरूबारे वर्णन गर्नुहोस् ।

[8]

17. 2069 Q.No. 16

What is advertising? Explain its objectives.
विज्ञापन भनेको के हो ? यसका उद्देश्यहरू वर्णन गर्नुहोस् ।

[2+6]

LONG ANSWER QUESTIONS [15 MARKS]**18. 2073 Q.No. 18**

What is promotion? Discuss the sales process of indoor selling.
प्रवर्द्धन भनेको के हो ? आन्तरिक विक्री प्रक्रिया छलफल गर्नु होस् ।

[15]

19. 2072 Supp. Q.No. 18

What is promotion? Discuss the sales process of an indoor sales person?
प्रवर्द्धन भनेको के हो ? आन्तरिक विक्रेताका विक्री प्रक्रियाका बारेमा छलफल गर्नु होस् ।

[3+12]

20. 2072 Set E Q.No. 19

What is personal selling? Discuss the sales process of outdoor sales person.
वैयक्तिक विक्रय भनेको के हो ? बाह्य विक्रेताहरूको विक्री प्रक्रियाको छलफल गर्नु होस् ।

[15]

21. 2071 Supp Q.No. 18

What do you mean by personal selling? What are its features? Show the difference between advertising and personal selling.
व्यक्तिगत विक्रय भन्नाले के बुझ्नुहुन्छ ? यसका विशेषताहरू के के हुन् ? विज्ञापन र व्यक्तिगत विक्रयबीच फरक देखाउनुहोस् ।

[2+6+7]

22. 2069 Q.No. 19

What is sales-promotion? Discuss the methods of consumer-sales promotion and trade-sales promotion.
विक्री प्रवर्द्धन भनेको के हो ? उपभोक्ता र व्यापार प्रवर्द्धन विधिहरू छलफल गर्नुहोस् ।

[15]

UNIT 9: EMERGING ISSUES IN MODERN MARKETING

VERY SHORT ANSWER QUESTIONS [1 MARKS]

1. 2073 Q.No. 9

Write down any two problems of agriculture marketing in Nepal.
नेपालमा कृषि बजारका कुनै दुई समस्याहरू लेख्नु होस् ।

[1]

2. 2073 Q.No. 10

Give the meaning of televisioned marketing.
टेलिभिजन मार्केटिङको अर्थ लेख्नु होस् ।

[1]

3. 2072 Supp. Q.No. 9

What is e-commerce?
ई-कमर्स भनेको के हो ?

[1]

4. 2072 Supp. Q.No. 10

Mention any two uses of internet.
इन्टरनेटको कुनै दुई प्रयोगहरू उल्लेख गर्नु होस् ।

[1]

5. 2072 Q.No. 10

Write any two features of e-commerce.
ई-कमर्सको कुनै दुई विशेषताहरू लेख्नुहोस् ।

[1]

6. 2072 Set E Q.No. 9

Trace-out any three problems of industrial marketing in Nepal.
नेपालमा औद्योगिक बजारशास्त्रका कुनै तीन वटा समस्याहरू उल्लेख गर्नु होस् ।

[1]

7. 2072 Set E Q.No. 10

What is tele-marketing?
टेलिमार्केटिङ भनेको के हो ?

[1]

8. 2071 Supp Q.No. 10

Give the meaning of agricultural marketing.
कृषि बजारको अर्थ दिनुहोस् ।

[1]

9. 2071 Q.No. 10

What is network marketing?
सञ्जाल बजारशास्त्र भनेको के हो ?

[1]

10. 2070 Q.No. 10

Define network marketing.
सञ्जाल बजारशास्त्रको परिभाषा दिनुहोस् ।

[1]

11. 2069 Q.No. 9

What is industrial marketing?
औद्योगिक बजार भनेको के हो ?

[1]

12. 2069 Q.No. 10

Write the meaning of internet marketing.
इन्टरनेट बजारशास्त्रको अर्थ लेख्नुहोस् ।

[1]

SHORT ANSWER QUESTIONS [8 MARKS]

13. 2071 Supp Q.No. 15

Explain the features of agricultural marketing.
कृषि बजारशास्त्रका विशेषताहरूको वर्णन गर्नुहोस् ।

[8]

14. 2071 Supp Q.No. 16

What is internet marketing? Explain its characteristics.
इन्टरनेट बजारशास्त्र भनेको के हो ? यसका विशेषताहरू वर्णन गर्नुहोस् ।

[2+6=8]

15. 2071 Q.No. 16

Describe the problems of agricultural marketing in Nepal.
नेपालमा कृषि बजारका समस्याहरूबारे व्याख्या गर्नुहोस् ।

[8]

16. 2070 Q.No. 16

What is internet marketing? Explain its characteristics.

[2+6]

इन्टरनेट बजारशास्त्र भनेको के हो ? यसका विशेषताहरू वर्णन गर्नुहोस् ।

LONG ANSWER QUESTIONS [15 MARKS]

17. 2073 Q.No. 19

What is agriculture marketing? Discuss the features of agriculture marketing.

[15]

कृषि बजारशास्त्र भनेको के हो ? कृषि बजारशास्त्रका विशेषताहरू छलफल गर्नु होस् ।

18. 2072 Supp. Q.No. 19

Introduce agriculture marketing with features. Discuss its problems in Nepal.

[5+10]

कृषि बजारशास्त्रको विशेषता सहित परिचय दिनु होस् । नेपालमा यसका समस्याहरू छलफल गर्नु होस् ।

19. 2072 Q.No. 18

What is industrial marketing? Discuss the problems of industrial marketing in Nepal.

[15]

औद्योगिक बजारशास्त्र भनेको के हो ? नेपालमा औद्योगिक बजारशास्त्रका समस्याहरू छलफल गर्नुहोस् ।

20. 2071 Supp Q.No. 19

What is telemarketing? Explain the problems and prospects of telemarketing in Nepal.

[3+6+7]

टेलिमार्केटिङ भनेको के हो ? नेपालमा टेलिमार्केटिङको समस्या तथा सम्भावनाहरू बारे वर्णन गर्नुहोस् ।

21. 2070 Q.No. 19

Explain the meaning of agricultural marketing. Discuss the problems of agriculture marketing in Nepal.

[3+12]

कृषि बजारशास्त्रको अर्थ वर्णन गर्नुहोस् । नेपालमा कृषि बजारशास्त्रको समस्याहरूको छलफल गर्नुहोस् ।