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16. Marketing [Mar.308]

Specification Grid

Subject: Marketing [Mar.308]

Grade: XII

S. No Units	Content/Domain Area	Knowledge			Comprehensive			Application			Higher Ability			Total Questions			Marks	Weight age
		Very short	Short	Long	Very short	Short	Long	Very short	Short	Long	Very short	Short	Long	Very short	Short	Long		
		1	An Overview of Marketing	1												1		
2	Product	1			1	1	1	1	1					3	2	1	21	20
3	Pricing																	12
4	Distribution	1	1			1		1	1				1	2	3	1	25	22
5	Promotion																	20
6	Emerging issues in modern marketing	2			1	1						1	1	3	2	1	21	20
7	Business ethic and social responsibility																	12
8	Developing Salesmanship Skill	1	1		1									2	1	-	7	12
Total		6	2		3	3	1	2	2			1	2	6	5	2	100	120

Notes:

1. The alternative short and long questions will be asked from appropriate chapters taking in to account the nature, depth and coverage of the contents.
2. Very short question will be of one (1) mark and there will be eleven (11) questions from each of the chapters to the possible extent.
3. Short question will be of five (5) marks and there will be eight (8) questions from each of the chapters to the possible extent. All the questions shall be compulsory. However, two alternative questions will be added to any two questions among the total questions asked.
4. There will be three long questions carrying eight (8) marks. All the questions shall be compulsory. However, one alternative question will be added to any one of the three questions.

5. The weightage of the question shall not exceed twenty percent in knowledge level, no less than 20 percent in higher efficiency and in other level question may be asked as per necessity.

Types of Question

Types of Question	Numbers of Question	Total marks
Very short answer type	11	11x1=11
Short answer type	8	8x5=40
Long answer type	3	3x8=24

Note: Numbering of the questions should be arranged from first very short questions (Q.N. 1 to 11), short answer questions (Q.N. 12 to 19) and long answer questions (Q.N. 20 to 22).

बजारशास्त्र (Marketing [Mar.308])

कक्षा (Grade): XII

समय (Time): 3 Hrs.

पूर्णाङ्क (Full Marks): 75

परीक्षार्थीले सकेसम्म आफ्नै शब्दमा मौलिक उत्तर दिनुपर्ने छ । किनारामा दिइएका अङ्कले पूर्णाङ्कलाई जनाउँछ ।
(The candidates are required to give their answers in their own words as far as practicable. The figures in the margin indicate full marks.)

समूह क (Group A)

अति सङ्क्षिप्त उत्तरात्मक प्रश्नहरू (Very Short Answer Questions)

सबै प्रश्नहरू हल गर्नुहोस् (Attempt All Questions)

(11 x 1 = 11)

1. बजारशास्त्रको अर्थ लेख्नुहोस् ।
Write the meaning of marketing.
2. उपभोक्ता वस्तुका प्रकार उल्लेख गर्नुहोस् ।
Point out the types of consumer goods.
3. व्यक्तिगत ब्रान्डका कुनै दुई उदाहरण दिनुहोस् ।
Give any two examples of individual brand.
4. मूल्य निर्धारणको अर्थ लेख्नुहोस् ।
Write the meaning of pricing.
5. व्यापार छुट भन्नाले के बुझ्नुहुन्छ ? उल्लेख गर्नुहोस् ।
What do you know about trade discount? State.
6. विक्री प्रवर्द्धनका लागि अपनाइने कुनै दुई प्रचलित विधिको उदाहरण दिनुहोस् ।
Give any two examples of method of sales promotion.
7. औद्योगिक बजारशास्त्र भनेको के हो ?
What is industrial marketing?
8. इन्टरनेट आधुनिक र लोकप्रिय बजारीकरणको विधि हो । किन ?
Internet is modern and famous method of marketing. Why?
9. बजारशास्त्र नैतिकताका बारेमा के बुझ्नुहुन्छ ? लेख्नुहोस् ।
What do you know about the marketing ethics? Write.
10. बजारशास्त्र सङ्गठनद्वारा अपनाइएका कुनै दुई सामाजिक उत्तरदायित्व उल्लेख गर्नुहोस् ।
State any two social responsibilities adopted by marketing organization.
11. विक्रय सीप एउटा पेसा हो । कसरी ?
Salesmanship is a profession. How?

समूह ख (Group B)

सङ्क्षिप्त उत्तरात्मक प्रश्नहरू (Short Answer Questions)

सबै प्रश्नहरू हल गर्नुहोस् । (Attempt All Questions.)

(8 x 5 = 40)

12. मूल्य निर्धारणलाई प्रभाव पार्ने तत्त्वको उदाहरण सहित व्याख्या गर्नुहोस् ।
Describe factors affecting price determination with example.
13. खुद्रा विक्री भनेको के हो? यसका विशेषता वर्णन गर्नुहोस् ।
What is retailing? Explain its features.
14. उपभोक्ता वस्तुको विभिन्न माध्यम ढाँचा उदाहरणसहित वर्णन गर्नुहोस् ।
Discuss the various channel structure of consumer product with examples.

अथवा(or),

बजारशास्त्र नैतिकता भनेको के हो ? राज्यप्रतिको सामाजिक उत्तरदायित्वको बयान गर्नुहोस् ।

What is marketing ethics? Explain the social responsibility of marketing towards nation.

15. विभागीय भण्डार भन्नाले के बुझिन्छ ? विशाल बजारसँग यसको भिन्नता देखाउनुहोस् ।

What do you mean by department store? Differentiate it from super market.

16. विज्ञापनको अर्थ र महत्त्वबारे वर्णन गर्नुहोस् ।

Describe meaning and importance of advertising.

17. नेपालमा सञ्जाल बजारशास्त्रको वर्तमान अवस्था कस्तो छ ? विवेचना गर्नुहोस् ।

What is the present status of network marketing in Nepal? Evaluate.

अथवा(or),

उपभोक्ता प्रति बजारशास्त्रको महत्त्वबारे व्याख्या गर्नुहोस् ।

Explain the importance of marketing towards customers.

18. विक्रयकला विकास प्रकृयाहरु उल्लेख गर्नुहोस् ।

State the development process of salesmanship.

19. सफल विक्रेतामा हुनुपर्ने आवश्यक गुण बयान गर्नुहोस् ।

Explain the essential qualities of successful salesperson.

समूह ग (Group C)

लामो उत्तरात्मक प्रश्नहरू (Long Answer Questions)

सबै प्रश्न हल गर्नुहोस् । (Attempt All Questions.)

(3 X 8 = 24)

20. नामकरण नगर्नुका कारणको व्याख्या गर्नुहोस् । ब्रान्डनाम र ट्रेडमार्कको भिन्नता छुट्याउनुहोस् ।

Describe reasons for not branding. Differentiate brand name and trademark.

अथवा(or),

बजारशास्त्र समिश्रणको अवधारणा र तत्वको व्याख्या गर्नुहोस् ।

Explain the concept and components of marketing mix.

21. प्रवर्द्धन भनेको के हो? आधुनिक व्यवसायमा विज्ञापनलाई प्रवर्द्धनको उपयोगी तत्वमा रूपमा लिइन्छ । यस भनाईलाई पुष्टि गर्नुहोस् ।

What is promotion? Advertisement is one of the most useful component of sales promotion in modern business. Prove this statement.

22. कृषि बजारशास्त्र भनेको के हो ? नेपालको सन्दर्भमा कृषि बजारशास्त्रका सम्भावनाका बारेमा विश्लेषण गर्नुहोस् ।

What is agricultural marketing? Analyze the prospects of the agricultural marketing in the context of Nepal.

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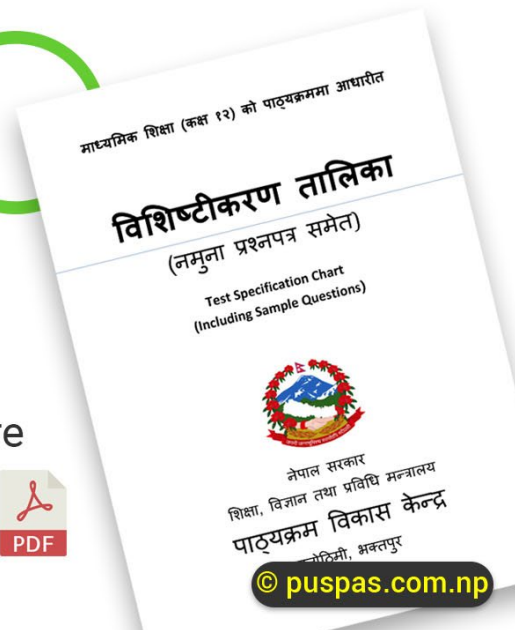
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Class 12

- **Specification Chart**
- **Model Question**

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All Subjects PDF



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