

# MARKETING

## Grade: XII

*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 sales-persons, sales representatives and supervisors.

### **III. Specific Objectives:**

The specific objectives of this course are to:

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

## IV. COURSE CONTENT

Units	Chapter	Lecture Hours
1.	<p><b><u>INTRODUCTION:</u></b></p> <p>1. <b>Meaning, Evolution and Importance of Marketing</b></p> <p>2. <b>Various Concepts of Marketing</b></p> <p style="padding-left: 20px;">i. Production Concept</p> <p style="padding-left: 20px;">ii. Product Concept</p> <p style="padding-left: 20px;">iii. Selling Concept</p> <p style="padding-left: 20px;">iv. Modern Marketing Concept</p> <p style="padding-left: 20px;">v. Social marketing Concept</p> <p>3. <b>Marketing Mix : Concept, Major &amp; Supportive Components and importance</b></p> <p>4. <b>Case Study on Marketing Concept</b></p>	<p style="text-align: right;"><u>15</u></p> <p style="text-align: right;">4</p> <p style="text-align: right;">5</p> <p style="text-align: right;">4</p> <p style="text-align: right;">2</p>
2.	<p><b><u>COMPONENT OF MARKETING:</u></b></p> <p>1. <b>Markets:</b></p> <p style="padding-left: 20px;">a. Concepts and Types</p> <p style="padding-left: 20px;">b. Features of Nepalese market</p> <p>2. <b>Customers:</b></p> <p style="padding-left: 20px;">a. Concept and Classifications- individual ( non-institutional) and institutional (Organizational) Buyers</p> <p style="padding-left: 20px;">b. Buying Motives</p> <p style="padding-left: 20px;">c. Buying process of Individual Consumers and Institutional Buyers</p> <p style="padding-left: 20px;">d. Factors affecting Individual and Institutional buying Decisions</p> <p>3. <b>Demand :</b></p> <p style="padding-left: 20px;">Concepts of Needs, Wants and Demand-Creation of Demand</p> <p>4. <b>Marketing process:-</b> Concept and Structure</p>	<p style="text-align: right;"><u>14</u></p> <p style="text-align: right;">3</p> <p style="text-align: right;">7</p> <p style="text-align: right;">2</p> <p style="text-align: right;">2</p>
3.	<p><b><u>MARKETING FUNCTIONS:</u></b></p> <p>1. <b>Merchandizing Function:</b></p> <p style="padding-left: 20px;">a. Buying : Nature and Elements; Method of buying</p> <p style="padding-left: 20px;">b. Selling: nature and Elements of Selling</p> <p>2. <b>Physical Distribution Function:</b></p> <p style="padding-left: 20px;">a. Transportation: Feature and Functions of Transport; Strengths and Weakness of land Water and Air Transport; Factors affecting in Selecting Mode of Transport.</p> <p style="padding-left: 20px;">b. Warehousing: Concepts, Functions, importance and types of Warehousing.</p> <p>3. <b>Facilitating Function:</b> Grading and Standardization Financing, risk bearing and Market Information</p> <p>4. <b>Field Visit and Class Presentation</b></p>	<p style="text-align: right;"><u>10</u></p> <p style="text-align: right;">2</p> <p style="text-align: right;">4</p> <p style="text-align: right;">2</p> <p style="text-align: right;">2</p>

4.	<p><b><u>MARKETING ENVIRONMENT:</u></b></p> <ol style="list-style-type: none"> <li>1. Meaning and Features of Marketing Environment;</li> <li>2. <b>Components of Marketing Environment:</b> Internal and External;</li> <li>3. <b>Impacts of Marketing Environment</b> on a Firm's Marketing Activities.</li> </ol>	<p><u>8</u> 2 4  2</p>
5.	<p><b><u>PRODUCT:</u></b></p> <ol style="list-style-type: none"> <li>1. Meaning of products;</li> <li>2. <b>Types of consumer and industrial products;</b></li> <li>3. <b>Branding:</b> Meaning of Brands and Trade Mark; Importance of Branding ; Types of Brands; Reasons for not Branding Products; and Qualities of good Branding.</li> <li>4. <b>Packaging:</b> Meaning, Functions and Importance of Packaging; Types of Packaging; Features of Good Packaging.</li> <li>5. <b>Labeling:</b> Meaning , Types and Functions of Labeling.</li> <li>6. <b>Field/Industrial Visit and Class Presentation.</b></li> </ol>	<p><u>20</u> 2 4 5  5  2 2</p>
6.	<p><b><u>PRICING:</u></b></p> <ol style="list-style-type: none"> <li>1. <b>Meaning of Pricing and forms of price</b></li> <li>2. <b>Objective and Importance of Pricing</b></li> <li>3. <b>Pricing Allowances and Discounts</b></li> <li>4. <b>Types of Cost:</b> Fixed Costs and Variable Costs</li> <li>5. <b>Factors affecting Pricing:</b> Internal and External Factors</li> </ol>	<p><u>8</u> 1 2 1 1 3</p>

7.	<p><b><u>DISTRIBUTION:</u></b></p> <ol style="list-style-type: none"> <li>1. Meaning and Elements of distribution;</li> <li>2. <b>Channels of Distribution</b> for Consumers and Industrial products;</li> <li>3. <b>Channel Members:</b> A brief introduction of Agents, wholesalers and retailers;</li> <li>4. <b>Wholesaling:</b> Meaning of wholesaler and Wholesaling, role and Functions of Wholesaler.</li> <li>5. <b>Retailing:</b> Meaning of Retailer and Retailing, Roles and Functions of Retailers; Types of Retailers- <i>Departmental Stores, Super Market, Multiple Shops/ Chain Stores, Consumers' Co-operatives and Mail Order Business.</i></li> </ol>	<p><u>15</u></p> <p>1</p> <p>2</p> <p>2</p> <p>2</p> <p>3</p> <p>5</p>
8.	<p><b><u>PROMOTION:</u></b></p> <ol style="list-style-type: none"> <li>1. Meaning , importance and Components of Promotion;</li> <li>2. <b>Advertising:</b> Meaning , Features and Importance of Advertising; Types of Advertising</li> <li>3. <b>Personal Selling:</b> Meaning and Importance : Types of Sales Persons; Qualities of a Good Salesperson; Sales Process; Meaning and Process of Indoor and Outdoor Sales;</li> <li>4. <b>Sales Promotion :</b> Meaning and Importance of Sales Promotion; Methods of Consumer Promotion and Trade Promotion;</li> <li>5. <b>Publicity and public Relations:</b> Meaning , Features and Importance of Publicity and Public Relations;</li> <li>6. <b>Home Assignment and Class Presentation</b></li> </ol>	<p><u>15</u></p> <p>2</p> <p>4</p> <p>3</p> <p>3</p> <p>2</p> <p>1</p>
9.	<p><b><u>EMERGING ISSUES IN MODERN MARKETING:</u></b></p> <ol style="list-style-type: none"> <li>1. <b>Agriculture Marketing:</b> Meaning and features : Problems and Prospects of Agricultural Marketing in Nepal;</li> <li>2. <b>Industrial Marketing:</b> Meaning and features; Problem and Prospects of Industrial Marketing in Nepal;</li> <li>3. <b>E-commerce:</b> Concept and Method of E-Commerce; Meaning and Features of Internet Marketing ; use of Internet;</li> <li>4. <b>Telemarketing and Televised Marketing:</b> meaning and Features of Telephone and Televised Marketing; Problems and Prospects of Televised and Telemarketing in Nepal;</li> <li>5. <b>Network Marketing-</b> Concept and Importance</li> <li>6. <b>Field Visits and Class Presentation.</b></li> </ol>	<p><u>15</u></p> <p>3</p> <p>2</p> <p>3</p> <p>3</p> <p>2</p> <p>2</p>

**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 requires 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 question requires 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.

**Higher Secondary Education Board  
(HSEB)**

**FORMAT OF QUESTION PAPER AND SAMPLE OF QUESTIONS:**

Level: Class XII    Subject: Elements of Marketing;    Full Mark: 80;    Pass Mark: 32;

**GROUP-A**

Brief Answer Questions (10x 1 = 10)

**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.

**GROUP-B**

Short Answer Questions (5x8=40)

**Attempt any FIVE question:**

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 (2x15=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 labeling? 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)



## **FORMAT OF PROJECT REPORT :**

**Any research report or project report consists of three sections:**

- I. Preliminary Section;
- II. Main Body of the Report; and
- III. Supplementary Section.

### **I PRELIMINARY SECTION:**

- 1.1 Cover page
- 1.2 Recommendation Letter from the Supervisor (if any)
- 1.3 Approval letter from the college
- 1.4 Recommendation Letter from the Working Organization (if any)
- 1.5 Acknowledgements
- 1.6 Table of Contents
- 1.7 List of Tables and Diagrams
- 1.8 Executive Summary
- 1.9 Abbreviations/ Acronyms used.

### **II MAIN BODY OF THE REPORT:**

- 2.1 Introduction Chapter-
  - Back ground or Introduction of the Study
  - Objective Setting
  - Rationale / Significance/ or justification of the study
  - Limitation of the Study
  - Organization of the Study/ or Tentative Chapter Scheme
- 2.2 Review of Literature (if any)
- 2.3 Research Approach/ or Research Approach and Methodology-
  - Nature of Data used (Primary and Secondary) and Source of Data;
  - Population and Sample;
  - Data Collection Technique or Methods  
(Questionnaire, Observation, Direct Interview, Mail ,  
Internet, E-mail, etc);
  - Data Gathering Procedure;
- 2.4 Data presentation, Analysis and Interpretation;
- 2.5 Conclusion or Research Findings;
- 2.6 Suggestions/ Recommendations;

### **III SUPPLEMENTARY SECTION:**

- i Bibliography or References
- ii Appendices

## CRITERIA AND WEIGHTAGE FOR EVALUATION OF PROJECT REPORT:

S.N	CRITERIA WEIGHTAGE	ALLOCATED	MARKS OBTAINED	REMARKS
1.	Report Format & Objective Setting	5		
2.	Executive Summary and Conclusion	3		
3.	Language and Presentation Skills	2		
4.	Depth of Knowledge about the Subject Matter	3		
5.	Research Method and Depth of Data collection	2		
6.	6 Data presentation, analysis and Interpretation Technique	5		
<b>TOTAL MARKS OBTAINED :</b>		<b>20</b>		

Internal observer :

External observer: