

TRIBHUVAN UNIVERSITY

2079

B.B.S. (4 Yrs.)/ III Year / MGMT

(MKT 214, New Course)

Fundamentals of Marketing

Full Marks: 100

Time: 3 hrs.

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Group "A"

Brief Answer Questions

[10×2=20]

Attempt ALL questions.

1. What is customer loyalty?
2. What is meant by marketing intermediaries?
3. Point out the marketing research process.
4. Give the meaning of social media marketing.
5. Point out the participants in business buying process.
6. What is brand positioning?
7. Show your acquaintance with the term "individual marketing".
8. What is supply chain management?
9. Mention the features of advertising.
10. Point out any four objectives of sales promotion.

Group "B"

Descriptive Answer Questions

[5×10=50]

Attempt any FIVE questions.

11. "Marketing is managing profitable customer relationship"
Elaborate.

[10]

P.T.O.

12. Describe the meaning and components of marketing mix. [4+6]
13. What is marketing environment? Describe the various components of micro environment. [4+6]
14. Explain the consumer buying decision process. [10]
15. What is pricing? Explain the competition based pricing with example. [4+6]
16. What is personal selling? Discuss its relevance in Nepalese marketing. [4+6]

Group "C"

Analytical Answer Questions

[2×15=30]

Attempt any TWO questions.

17. What is customer relationship management? How can we manage customer relationship? Discuss. [5+10]
18. What is services marketing? Discuss the marketing strategies for services firms. [5+10]
19. Give the concept of marketing communication and describe the marketing communication process. [5+10]

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