

TRIBHUVAN UNIVERSITY

2081

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

Fundamentals of Marketing

MGT 214 (New Course)

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 value?
2. What do you know about customer satisfaction?
3. Point out the components of the microenvironment.
4. Write the meaning of the marketing information system.
5. What is social media marketing?
6. Give the meaning of brand equity.
7. What is target profit pricing?
8. Give the meaning of retailing.
9. What are the differences between advertising and publicity?
10. Give the meaning of integrated marketing communication.

P.T.O.

Group "B"

Descriptive Answer Questions

[5×10=50]

Attempt any FIVE questions.

11. Discuss the demographic environment of Nepal.
12. Describe the consumer buying decision process.
13. Discuss the new product development process.
14. Explain the requirements for effective market segmentation.
15. Describe the external factors affecting pricing decisions
16. Explain the concept and objectives of promotion.

Group "C"

Analytical Answer Questions

[2×15=30]

Attempt any TWO questions.

17. What is marketing? Differentiate between the production concept and the product concept of marketing. (5+10)
18. What is service? Explain the marketing strategies for service firms. (5+10)
19. What is marketing logistics? Describe the major logistics functions. (5+10)

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