

MGT 214: Fundamentals of Marketing

Full Marks: 100

Pass Marks: 35

Candidates are required to give their answer in their own words as far as practicable. The figures in the margin indicate full marks.

Group – 'A'

Brief Questions Answer

[2 x 10 = 20]

Attempt ALL Questions

1. What is relationship marketing?
2. State marketing intelligence system and its uses.
3. What do you know about market segmentation and its process?
4. Write any two features of organizational buying.
5. State types of consumer goods.
6. Define product life-cycle and state any two features of saturation stage.
7. State of value-based pricing with example.
8. Display advertising and its types.
9. Outline direct and indirect methods of distribution.
10. What is marketing mix decisions?

Group – 'B'

Short Answer Questions

[5 x 10 = 50]

Attempt FIVE Questions

11. "Marketing is a social and business process". Justify this statement with examples.
12. How does technology affect the marketing practices of a firm? Explain with the help of a suitable example.
13. What is a target market? How is product positioned to create demand in the target market?
14. Differentiate a consumer buying behavior from an organizational buying behavior.
15. What is channel conflict? Mention the methods of settling channel conflicts that may arise in distribution system.
16. Write short notes on any TWO:
 - i) Marketing environment in Nepal.
 - ii) The practice of e-marketing.
 - iii) Market - entry pricing strategy.

Group – 'C'

Comprehensive Answer Questions

[2 x 15 = 30]

Attempt any TWO Questions

17. What is marketing research? Explain the steps involved in marketing research for identifying market potential for black goggles in Kathmandu valley.
18. What is a new product for the marketer? Explain the process of identifying and selecting a new product for marketing purpose.
19. What is promotion mix? Explain the factors to be considered for selecting the best promotion mix.

Chapter 1 Introduction

1. Give the meaning of E-commerce. [2] [2076]
2. Internal marketing. [2] [2075]
3. What is internet marketing? [2][2074]
4. Show your acquaintance with the term 'e-marketing'. [2] [2073]
5. Give the meaning of green marketing.[2][2072]
6. What is marketing?[2][3][2062][2058][2062]
7. What are the components of green marketing? [2]
8. Write few lines on marketing in the contemporary world. [2]
9. Enlist the general premises of production concept. [2]
10. Explain the fundamental principles of Holistic Marketing Concept.[10][2076]
11. What is holistic marketing concept? Describe in brief the major components of holistic marketing concept. [10][2075]
12. Describe in brief the development process of green marketing. [10][2075]
13. How can a firm apply social marketing concept in its business? Explain with suitable examples. [10][2074]
14. What is marketing mix? Explain its components. [10][2073]
15. What is customer relationship? Explain the process of building customer relation. [10][2072]
16. What is marketing mix? Explain the role of marketing mix in marketing decision making. [3+7][2071]Explain various components of marketing mix. [10][2072]
17. What is direct marketing? Explain the importance of direct marketing in the modern world. [3+7][2071]
18. Define marketing. Explain the difference between the modern marketing and the social marketing concept. [3+7][2070]
19. What is e-commerce? Explain its role in today's business world. [3+7][2070]
20. What is social concept of marketing? Explain its various aspects with examples. [3+7][2069]
21. Explain the concept of green marketing in today's context. [10][2069]
22. Explain the marketing concept as a customer- oriented philosophy of business.[10][2068]
23. What is relationship marketing? [5][2076][4][2065]Why is it given more importance in the present day business world? [4+6][2068]
24. How can a firm apply societal marketing in its business? Briefly explain with the help of suitable example. [7+3][2067]
25. What is quality? Explain its importance in marketing. [3+7][2067]
26. What is marketing? Explain its fundamental principles. [3+7][2066]
27. Define direct marketing. Explain its importance in the competitive markets. [4+6][2066]
28. What do you understand by a market, marketing and marketing concept? Explain. [3+4+3][2065]
29. Point out any four approaches to the study of marketing? Explain any two of them.[4+6][2065][4+6][2063]
30. Explain how relationship is built with customers.[6][2065]
31. Explain the functional approach and differentiate it with managerial approach. [10][2064]
32. Explain societal marketing concept.[10][2064]
33. Explain production oriented marketing concept and market oriented marketing concept. [5][2063]
34. Why is marketing important in the business world? [7][2062]
35. What is marketing concept? Show the difference between sales oriented marketing

- concept and societal oriented marketing concept. [5+5][2061]
36. Point out the difference between marketing concept and selling concept.[10][2060][10][2057]
 37. Point out the fundamentals of marketing concept. [4+6][2059]
 38. Explain any two developments in the field of marketing. [7][2058][10][2056]
 39. "Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others". Comment. [10][2055]
 40. Short notes.[5]
 - a. Importance of green marketing.[2074]
 - b. Selling concept of marketing[2073]
 41. Explain marketing concept. Discuss its principles. [6+14][2055]

Chapter 2 Understanding Marketing Environment

1. What is macro environment? Point out its any two forces that affect the marketing operations. [2][2076]
2. Define marketing environment and its two distinct features. [2][2075]
3. Mention any four factors of economic environment. [2][2074]
4. Write down the features of marketing environment. [2][2073]
5. Differentiate between micro and macro environment. [2][2072]
6. Give meaning of marketing environment.[2]
7. What are the components of political and legal environment? [2]
8. Mention any four elements of economic environment. [2]
9. Explain the impact of economic environment on marketing of a firm's product. [10][2076]
10. What is marketing environment? [2072][2071]]How do technological factors affect the marketing program of a company? [10][2074][2068]Importance of technological environment in marketing. [10][2069]
11. Describe economic environment of marketing with suitable examples. [10][2072]
12. Explain the impact of marketing environment in the marketing of a firm's product in relation to Nepal/ [7][2071]
13. Explain the effect of political environment on the marketing activities of a firm. Explain considering the political environment of Nepal/ [5+5][2070]
14. Explain the impact of demographic environment on the marketing of a firm's product. [10][2067]
15. Explain how competitive environment influences the choice of marketing mix [6][2066]
16. Explain the effects of natural environment on marketing mix. [10][2064]
17. What is micro and macro environment? [4][2062]How do socio- cultural factors affect the marketing mix? Support your answer with examples. [4+6][2063]
18. How do economic environment affect the marketing mix? Explain. [6][2062]
19. What is marketing environment? How do socio cultural factors affect the marketing program? [6][2061]
20. Explain technological environment of marketing and its effect on design of marketing mix. [10][2060]
21. Explain the demographic environment of marketing and its effect in the design of marketing mix. [5+5][2059]
22. Explain the socio- cultural environment of marketing [10][2055]and its effect in the design of marketing mix. [5+5][2058]
23. Describe economic environment of marketing.[10][2056]

Chapter 3 Managing Market Information

1. Give short notes on meaning and components of marketing information system(MIS).[5][2072][10][2064]
2. What is marketing research? Discuss the process of marketing research. [10][2075]
3. Explain importance of MIS for a business firm.[10][2074][2070][2065][2061][2057]
4. Give meaning of marketing research. Also explain its process. [10][2073][2071]
5. Define marketing intelligence system [2066][2060] [2059][2075] Explain its role in marketing. [2066]and explain its sources to be used. [10][2069]
6. What is MIS? [4][2058][2057] Explain its components [6][2058][2072][2073] Explain its any two elements. [10][2068][2060]
7. Differentiate between MIS and marketing research. [10][2063][2059]
8. Write the meaning of internal record system. [2][2076]
9. Define Decision Support System. [2][2074]

Chapter 4 Market Segmentation, Targeting and Positioning

1. What is market segmentation? [5][2075][3][2073] [2][2076][3][2061][2064][2065][2070] explain with example the process of segmenting the market for readymade garments. [7][2061] Write its objectives.[3][2073] Explain benefits of market segmentation .[10][2063]
2. What do you understand by a consumer goods and an industrial goods market? Discuss the consumer market segmentation variables. [6+14][2065]
3. What is product positioning.[5][2074][2073] Explain its importance. [10][2055]
4. Explain the criteria used for evaluation of market segments. [10][2055]
5. Explain the variables used in segmentation of an industrial market. [10][2056][2058][2064]
6. Explain the requirements for effective market segmentation. [2057][10][2068][2070]
7. Describe the use of life-style for segmentation of consumer market. [10][2058]
8. Explain the variables used in segmentation of a consumer market. [10][2059][2060]
9. Identify the demographic variables in segmenting a consumer market.[2][2075] Explain any two of them with examples. [5+5][2061]
10. Explain the requirements for effective market segmentation. [6][2065]. Explain the process of market segmentation.[10][2066] [10][2075][9][2073][2062]
11. What are consumer psychographics that a firm must assess in course of segmenting its market? [10][2069]
12. What is target market?[2][2075] Explain the process of selecting a suitable target market for the firm's product. [3+7][2071]
13. Give the meaning of product positioning. Also explain its process. [10][2072]
14. "Market segmentation is customer oriented philosophy. Explain [10][2073]
15. Describe the demographic segmentation of consumer market in the context of Nepal. [10][2074]
16. What is product positioning? Describe popular strategies of product positioning. [11][275]
17. Explain benefits of market segmentation. [10][2076][2][2074]
18. Give the concept of market with suitable examples. [2][2072]
19. Write four characters of market. [2]
20. Point out any three concept of market.[2]

Chapter 5 Understanding Buyer's Behavior

1. What is buyer behavior? [10][2061] [2071][2073] Explain the process of buying a laptop for household purpose. [5+10][2075][6+14] Explain the process of consumers' buying decision [2067][2063][2072] Explain buying process of an individual buyer. [2][2074][10][2061][2070] What are the socio cultural determinants of buyers' behavior? [10][2061] What are the socio cultural determinants of a consumers' behavior? [10][2056][2059]
2. What is organizational buying? How does it differ from that of consumer buying., [6+14][2069][10][2066][2071][2073][2076]
3. Explain the post purchase behavior of a consumer. [10][2055][2063][2][2075]
4. What are the economic determinants of a consumers' behavior? [10][2057][2060][2068]
5. Describe briefly any two of the psychological determinants of consumer behavior. [10][2058][2076]
6. How does learning and motivation influence consumer buying. [10][2064][2074]
7. Explain the nature of organizational buying behavior. [10][2067]
8. Explain difficulties in relation to studying buyers' behavior. [10][2069]
9. What is consumer behavior. [3][2070]
10. Who are consumers. [3][2072]
11. State the importance of understanding buyer's behavior in Nepalese market. [2][2073]
12. Identify any four characteristics of organizational buyer. [2][2072]
13. Who is a buyer? [2]

Chapter 6 Product Decision

1. What is product? [4][2055][2058]
2. What is a new product? [4][2056][5][2072][2061][2063][2070]
3. Explain any five reasons for new product failure. [7][2063]
4. What is a product life cycle? [6][2057][2059][2066][2070][2073][5][2074] What are its stages? Explain [10][2074]
5. What are product line, product mix and product item? [6][2062][2064]
6. Discuss the strategies relating to product line. [16][205]
7. Discuss steps involved in the development of a new product. [16][2056][14][2071][10][2072][2061]
8. Discuss the pricing and promotion strategies during the introduction and growth stages of the product life cycle. [14][2057]
9. What are various concepts of product? [4][2058] Describe the product line extension strategies. [12][2058][15][2064]
10. Why the product life cycle is considered as strategic tool in marketing. [16][2059]
11. Discuss the product line and mix strategies. [14][2062]
12. Discuss the marketing strategies corresponding to each stage of product life cycle. [20][2066][20][2068][10][2073]
13. Point out features of Product life cycle. Explain product and distribution strategies to be followed at different stages of product life cycle. [14][2070]
14. What can be the new products for the marketer? [6][2071]
15. Discuss the product line strategies in the context of a consumer product. [15] [2076]
16. What is service? How does it differ from goods? [5+5][2055]
17. Describe the characteristics and marketing considerations for installments. [5+5][2055]
18. Describe the main features of service product marketing. [10][2056]
19. Describe the characteristics and marketing considerations for specialty goods.

- [5+5][2056][2059][2065]
20. Describe the main features of service product [10][2057]
 21. Describe the characteristics and marketing considerations for consumer convenience goods. [5+5][2057][2060]
 22. What is family branding? Explain the characteristics of a good brand name. [3+7][2058]
 23. Describe the characteristics of shopping goods and their market considerations. [5+5][2058]
 24. What is packaging? Write its functions. Explain features of a good packaging system. [3+3+4][2059][10][2075]
 25. Explain the concept of product positioning. Describe the process of positioning a consumer product. [4+6][2060]
 26. Show the difference between tangible product and service product. [10][2061][2062]
 27. What are core product and augmented product? Explain with suitable examples. [3+3+4][2062]
 28. What is a label? What are its types? Briefly explain with suitable examples. [3+3+4][2065]
 29. Explain brand. Brand name. Trademark. Brand mark. Trade name. [2.5 each] [2065][2066]
 30. Explain importance of branding. [6][2066]
 31. Explain features of service product. [10][2067]
 32. In what circumstances marketers do not use brand name to their products. [10][2067]
 33. Show the difference between consumer goods and industrial goods. [10][2067]
 34. What are the features and marketing considerations of accessory goods. [5+5][2069]
 35. Explain the objective and need of market testing in new product development process. [7][2070]
 36. What is service marketing? [3][2071] Explain its strategies. [7][2071]
 37. What is service? Describe its characteristics. [7][2076] Describe the service product strategies with examples. [10][2072]
 38. Explain the meaning and features of shopping product. [10][2073]
 39. Is "Hidden Treasure Fanta Miss Nepal 2015" a product? [2]
 40. Point out 7 Ps of service product. [2][2074]
 41. What is consumer product? Point out its types. [2][2076]
 42. Point out characteristics of Installation. [2][2076]

Chapter 7 Pricing Decision

1. What is pricing? Discuss the various factors affecting the determinants of price of a consumer product. [15]
2. Short notes: Cost plus pricing. [5][2072] Psychological Pricing strategy [5][2073] Break-even pricing method. [5][2074] Cost-oriented pricing method [5] [2076]
3. Explain the value oriented pricing methods. [10][2057]
4. Explain the full cost pricing method and point out its limitations. [4+6][2058]
5. Point out limitations of break even pricing method. [4][2059]
6. Explain the external factors affecting price determination. [10][2060]
7. What is pricing? [2063] Describe competition –oriented pricing method used by a firm. [2+8] [2061]
8. What are the objectives of pricing? [10][2062][2066][2][2074]
9. Show your acquaintance with "skimming the cream" strategy and discriminating pricing strategy. [8][2063]
10. What are the pricing policies generally adopted by business organization? Explain

- [10][2064]
11. Explain the pricing methods corresponding to respective objectives. [6][2066]
 12. What is value based pricing? How is value price determined? [5+5][2067]
 13. Differentiate between penetration pricing and skimming pricing strategies. [10][2067]
 14. Explain the cost- oriented pricing method and highlight on its importance in marketing. [6+4][2068]
 15. Explain the mark-up method of pricing with its suitability. [10][2069]
 16. Explain the role of price discounts in marketing the products in the marketplace. [10][2070]
 17. What is perceived value pricing? [2] [2075] Explain the process of a perceived- value price for the product. [3+7][2071]
 18. List out the methods of pricing. [2][2076]
 19. What do you know about psychological pricing? [2][2072]
 20. Suggest the appropriate pricing strategy for an innovative product in introduction stage of product life cycle. [2][2073]
 21. Give the meaning of price[2], pricing [2],
 22. Mention any four pricing strategies. [2]
 23. Point out the method of pricing. [2]
 24. Point out any three objectives of price. [2]

Chapter 8 Promotion Decision

1. What is promotion mix? [4][2056][2072] [2076]Discuss factors affecting determination of the promotion mix. [16][2056][4+16][2058][12][2060][2063][14][2065][14][2068][6+14][2070]
2. What are the functions of promotion mix? [8][2060]
3. What is promotion blend? What factors are considered in blending promotional activities? [6+14][2061]
4. What is marketing communication? [6]
5. You are required to launch an advertising campaign for a tobacco product. Explain how you select the media for launching the campaign effectively. [6+14][2066]
6. Point out the promotional tools. [6][2068]
7. Discuss factors affecting influencing the selection of promotion mix. [10][2072]
8. Explain the meaning and features of advertising. Also explain any five types of advertising.[5+10][2073]
9. Discuss the factors that affect the determination of the promotion decision. [15][2076]
10. What is publicity? What are its kinds and uses. [3+7][2055]
11. Differentiate between push and pull strategies. [10][2055][2056]
12. What is consumer promotion? What are its various forms? [10][2056]
13. What is trade promotion? What are its forms. [10][2057]
14. Describe any two methods of dealer promotions. [10][2058]
15. Explain Push and Pull” strategies in marketing. [10][2059]
16. Explain the importance of personal selling in marketing of industrial goods. [10][2060]
17. What do you understand by publicity? What are the methods of publicity? Explain. [4+6][2062]
18. What is promotion? Show the difference between personal selling and mass selling. [3+7][2063]
19. Explain the role of public relation in promotional activities.[10][2064]
20. Differentiate between advertising and sales promotion. [10][2065]
21. Explain the elements of communication. [10][2066]

22. Explain the nature and comparative benefits of television advertising. [10][2067]
23. Differentiate between promotion and sales promotion. [10][2068]
24. What is advertising? [2][2074] Explain its features. [3+7][2069] Explain factors affecting the determination of a suitable advertising media. [7][2071]
25. What is sales promotion? Explain its role in expanding the sales of the products. [3+7][2070]
26. Point out any two methods of sales promotion. [2][2076]
27. Publicity and any three forms of publicity. [2][2075]
28. Personal selling? [2][2074] Its features [2][2073]
29. Give any four examples of sales promotion tools practiced in Nepalese marketing. [2][2073]
30. Show your acquaintance with 'Integrated marketing communication'. [2]

Chapter 9 Distribution Decision

1. Distinguish between the public warehouse and bonded warehouse. [2][2076]
2. Arbitration method of conflict resolution. [2][2075]
3. Point out the reasons of channel conflict. [2][2074]
4. How can we resolve channel conflicts? State any two methods. [2][2073]
5. Differentiate between wholesaler and retailer. [2][2073]
6. Give any two examples where services are distributed through indirect channel. [2][2072]
7. What is distribution? [2]
8. What is wholesaler? [2]
9. What is transport? [2]
10. What is material handling? [2]
11. What is channel conflict? [2][5][2076]
12. How does channel conflict arise? Describe the method of resolving it. [10][2076][2057]
13. What is physical distribution? 2069 Explain its components. [14][2067] Explain its role in distributing in distributions system. [5+10][2075]
14. What is the channel structure for the distribution of consumer goods? Discuss the strategic considerations in the selection of channel distribution. [5+10][2074]
15. Point out the important role of marketing channel. Also explain the strategic factors to be considered in selecting the suitable channel of distribution. [6+14][2071]
16. What is channel system? Discuss the factors affecting channel structure for industrial goods. [6+14][2062]
17. Explain the channel structures most popular in Nepal. [15][2064]
18. What is distribution? Discuss the marketing implications of inventory control and order processing. [5+15][2063]
19. What do you mean by channel structure? Discuss the factors affecting channel structure for industrial goods. [6+14][2062]
20. What is distribution? What factors are considered in the selection of suitable channel of distribution? [6+14][2061]
21. What is channel dynamics? What are the sources of channel power? Describe the causes of channel conflicts. [4+6+10][2060]
22. What is channel conflict arise? How does channel conflicts arise? Describe the processes of resolving the channel conflicts. [4+6+10][2059][2070]
23. What are the channel alternatives for distribution of consumer goods? Discuss the strategic considerations in the selection of channel of distribution. [6+14][2057]
24. What is physical distribution in marketing? [2062] Explain the objective and importance of

- physical distribution decision for a marketing firm. [3+7][2071]
25. Explain the structure of channels of distribution for consumers' goods. [10][2069]
 26. Why are retailers regarded as the important marketing intermediary in distribution system? [10][2068]
 27. What is vertical channel system? What type of channel conflict does exist under vertical channel system? [5+5][2067]
 28. What are the causes of channel conflict?[10][2064][2063] Explain ways for its settlements. [5+5][2066]
 29. What is channel power? Explain its sources. [3+7][2065][2064][2062]
 30. Briefly explain transportation and warehousing as the two most important functions of physical distribution?[7][2062]
 31. What role do retailers play in the channel system? Explain.[10][2060]
 32. Draw the channel structure for consumer goods and explain what types of consumer goods are marketed through the direct channels.[4+6][2059]
 33. Draw the channel structure for industrial goods and explain what types of industrial goods are marketed through the direct channels.[4+6][2059]
 34. Describe the services provided by the retailer to a producer in the channel system.[10][2057]
 35. What role does a wholesaler play in the channels of distribution? [10][2056]
 36. What role does a retailer play in the channels of distribution? [10][2055]
 37. Distribution mix in Nepal. [5][2076]
 38. Channel structure for industrial goods.[5][2072]

Chapter 10 Marketing Practices in Nepal.

1. Any two problems of marketing in Nepal. [2075][2][2072]
2. Point out any four systematic segmentation.[2]
3. Describe the marketing mix decisions in Nepal.[2075][10]