

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean
April - May 2017

Full Marks: 60
Time: 3 Hrs.

BIM / Fifth Semester / MKT 201: Fundamentals of Marketing

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief answer questions:

[10 × 1 = 10]

1. Which concept of marketing offers the best chance of long run success? Give any two reasons.
2. Find the differences between internal environment and external environment .
3. Enlist any four importance of MIS.
4. State the nature of organizational buying .
5. What are the major objectives of segmenting the market?
6. Define brand equity.
7. Differentiate between price skimming and price penetration strategy.
8. How can channel conflict be resolved?
9. What is personal selling?
10. Write the meaning of direct marketing.

Group "B"

Short answer questions:

[6 × 5 = 30]

11. 'Marketing is managing profitable customer relationship'. Discuss the concept of customer value and how it relates to successful marketing?
12. Define the term technological environment. How do these factors influence the marketing activities?
13. What is marketing research? Outline the steps in the marketing research process.
14. Give the meaning of buyers' behavior. Explain the importance in competitive market.
15. What is channel structure? Explain the channel structure for consumer product.
16. Define sales promotion. What are the important consumer sales promotion tools? Explain.

Group "C"

Comprehensive answer questions:

[4 × 5 = 20]

17. Read the following case carefully and answer the questions given below:

Have you ever heard about the fairy tale " The Princess and the Pea"? The story has it that a prince, keen to marry a princess, is never quite certain that those whom he meets are real princess. On a dark and stormy night, a bed ragged , but beautiful , young woman arrives at the palace, seeking shelter claiming to be a princess. The prince mother swiftly devises a test: the 'princess' will sleep a top a pile of twenty mattresses and twenty featherbeds- and if her skin is so sensitive that she still feels the single hard pea placed beneath them all, then her royalty will be proven. The princess, of course, emerges from her room after a sleepless night, declaring herself bruised black and blue. She and the

prince marry and live happily even after. Fast forward from the fairy tale past to the present, and IKEA has sourced its very own princess. Princess Xenia of Saxony, in a new campaign by London Advertising Agency mother to promote its mattress reputed to be a sensitive sleeper. Princess Xenia's ideal mattress turns out to be the sultan Hielmas, providing extra back support. Interestingly, research by a team at Sweden's Karolinska institute indicates that people who are sleep-driven are related as less attractive and less healthy by their peers. The aim of the IKEA campaign is therefore to suggest that customers can look like royalty after getting a good night's rest on IKEA mattress. If it's good enough for princess Xenia, it must be good enough for the rest of us- now where's the prince?

Questions:

- a What is the case about?
- b From whom else might IKEA have sought an endorsement? How successful would such a campaign be?
- c Think of another celebrity endorsement campaign of which you are aware. Who is the brand?
- d Do you think that this campaign was / will be effective?

