

**TRIBHUVAN UNIVERSITY**  
**FACULTY OF MANAGEMENT**

Office of the Dean  
2016

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. Define holistic marketing concept.
2. Point out the differences between micro environment and macro environment.
3. Give the meaning of decision support system.
4. List out the buying process of organization buyer behavior.
5. Give the meaning of product positioning with examples.
6. What is brand equity?
7. What happens if "go-error" and "drop-error" are committed while screening ideas for new product development?
8. Draw the channel structure of industrial goods.
9. How skimming pricing is implemented.
10. Make a list of sales promotion tools that are widely used by shoes industries in Nepal.

**Group "B"**

**Short answer questions:**

**[6 × 5 = 30]**

11. Explain the marketing challenges of the 21st century and firm's responses to these challenges.
12. What do you know about technological environment? Describe the components of technological environment with suitable examples.
13. Describe the importance of global consumer movements for consumer protection.
14. Describe the features and strategy appropriate to introduction stage of the product life cycle.
15. What is market segmentation? Explain market segmentation as a customer oriented philosophy? Explain.
16. What is channel of distribution? Discuss the factors affecting the selection of a proper channel of distribution with suitable example.

**Group "C"**

**Comprehensive answer questions:**

**[4 × 5 = 20]**

17. Read the following case carefully and answer the questions given below:  
Shikhar is transforming itself from making utilitarian footwear to stylish ones, and it is imbuing its products with high doses of fashion. It has expanded its product portfolio, but has not allowed the prices to rise. It is also refurbishing its retail stores.  
Shikhar is reinventing itself- it wants to be perceived as a youthful and vibrant brand. It has not changed its brand value proportion, which remains that of being the 'most trusted footwear brand' but it wants its products portfolio and retail environment to be

contemporary. Shikhar has opened large no. of stores in the cities, and renovated and revamped existing stores. It has also shut down few stores that dint have enough footfalls. It is focused on design and development and launches new foot wear every month.

Shikhar has footwear for all segments and for all occasions. Man has always been using Shikhar shoes but now women and children are also using Shikhar foot wear. It has also launched a range of sport shoes. Its target market has always been the family but it is now diligently working to have specific footwear for every member of the family. Its product portfolio covers every conceivable type of footwear- formal, casual and fashionable. Shikhar has started a separate division to design and manufacture specialized shoes. It makes shoes for customers in segments and business like defense, automobiles, metals, construction and agriculture. It is already the global market leader in high performance safety shoes. It uses the latest technologies to make safety shoes.

Shikhar has expanded its portfolio but it keeps its price controlled to provide good value for money. Though Shikhar is trying to become more contemporary in its design, it understands that customers like its product because they provide great value at reasonable prices and it wants customers to continue believing so.

Shikhar is focusing its attention and investment on developing attractive retail shops. It understands that whatever the quality of its shoes, people will no longer buy from unattractive retail shops. Its store is spacious. It has hired a specialists' team of retail designers from abroad to design the layouts of its stores.

Shikhar has massive retail presence inside the country. At present, it has more than 1,000 stores in 40 cities to serve the customers. It is focusing expanding its retail stores and is planned to open 10 new stores every year. It is also extending its reach to rural Nepal and is setting up rural network of dealers.

Shikhar has taken steps to rationalize its wholesale operations. It has restructured its wholesale operation into three independent distribution channels of urban, safety and institutional. Each distribution channel has its own sales team, with the mandate to develop the market.

**Questions:**

- a. Examine the distribution concept adopted by Shikhar shoes.
- b. Explain the distribution strategy used by Shikhar shoes.
- c. Do you think the current distribution strategy is sound enough to capture the rural market? What alternatives do you suggest?
- d. How the distribution system of Shikhar shoes can be strengthen? Give your arguments.

