

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

April 2019

Full Marks: 60

Pass Marks: 27

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. What is relationship marketing?
2. What is marketing environment?
3. State the marketing information system.
4. What is product?
5. Define the term 'global consumer movement'.
6. What is reactive marketing?
7. State any two essentials of packaging.
8. What is price?
9. Define the term 'advertising'.
10. State the steps of new product development process.

Group "B"

Short answer questions:

[6 × 5 = 30]

11. Explain the holistic concept of marketing.
12. State and explain the consumer buying decision process.
13. What is market segmentation? Explain the requirements of market segmentation.
14. What is service product? Explain the features of service product.
15. Explain the different components of marketing information system.
16. Explain the factors to be considered in the selection of distribution channel.

Group "C"

Comprehensive answer questions:

[4 × 5 = 20]

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

Nepal is a beautiful country having biodiversity-varied culture across the country and beautiful Himalayan range from east to west. It has attracted the tourists in Nepal. Nepalese people's culture also has been changed. Thus, the scope of internal tourism has also been increased.

Increase in the internal and external tourists in the country has led to the establishment of hotel industries in Nepal. After the restoration of democracy in Nepal, democratic government has come up with new policies in lieu of tourism industry in Nepal including hotel industry. The flexible policy in terms of capital investment, operation and easy criteria in operating hotels attracted foreign direct investment in the hotel sector of Nepal

but various illusive advertisements of foreign countries related to security, child labor etc. hindered to the flow of tourists in Nepal.

New and liberal policy of government and changing culture of visiting various places in different point of time like New Year, Dashain-Tihar, Honeymoon etc. leveraged the revenue of hotel industries. As the outcome of it, numbers of hotels have been established in the different corner of the country ranging from east to west and north to south. New hotels came up with new policy of cutting price for attracting people, providing facilities that are unwanted in the society and restricted by the policy of the nation. Such activities help to expand negative rumors in the people so that hotel industries are facing problem. Even though, the situation is not so favorable but the investments and number of establishments in the hotel sector is rapidly increasing and after the peace agreement between government of Nepal and Nepal Communist Party (Maoist), their financial position and operating results are positive and encouraging.

Questions:

- a. Identify the marketing environment of hotel industry in Nepal.
- b. Explain the competition faced by hotels industry in Nepal.
- c. Identify the marketing problems of hotel industries in Nepal.
- d. Give suggestions for solving the problems.

