

TRIBHUN UNIVERSITY
FACULTY OF MANAGENT
Office of the Dean
2011

Full Marks: 60
Time: 3hrs

BIM/Sixth Semester / MKT 201: Principles of Marketing

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

Group “A”

Brief answer questions:

[10×1=10]

1. Write any five entities of the product.
2. What is marketing myopia? Explain in one sentence.
3. Give one major purpose of marketing intelligence system.
4. State any three types of purchase situation faced by the consumer.
5. Define product positioning.
6. Point out any four internal factors that affect price of a product.
7. Specify any two objectives of distribution in marketing.
8. Mention the different types of sales promotion.
9. What is multi-channel or hybrid marketing system?
10. Define customer satisfaction in one sentence.

Group “B”

Short answer questions:

[6×5=30]

11. Why is market segmentation necessary in modern marketing?
12. What are pricing objectives and methods in marketing? Explain the pricing practices in Nepal.
13. What is new product? Explain the process of new product development.
14. What is organizational buying? How does it differ from consumer buying? Explain.
15. Describe the features and marketing considerations for specialty products.
16. Explain any three emerging concepts of marketing.

Group “C”

Comprehensive answer questions:

[4×5=20]

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

Mr. Lal Bahadur Katri was a refugee when he started his small grocery business about 40 years back. Initially, he hawked his goods door to door and soon developed a sizeable number of steady customers. This was largely due to his sober temperament, reliable dealings and his amiable nature. His extrovert nature helped him develop many friends and well-wishers.

Over a period of time, Mr. Khatri become a socially prominent person with good acquaintances from many walks of life. He expanded the range of his business activities and now owns several shops dealing in

consumer durables, dairy products and also has a general besides a large medical shop. Being a conservative frame of mind. He feels emotionally attached to his original grocery business and continues to operate it with enthusiasm. His business place has even come to be associated with a meeting venue for people of his generation to meet.

Lal Bahadur's children are grown up and the eldest one. Rajesh, has just returned from abroad after completing his management education there. Ambitious by nature. Rajesh would like to expand his business fast. He feels that he needs to be 'professional' in his approach. In his opinion, his father's way of dealing with people is outdated. Many a times, he feels irritated when his father's old friends drop in at the shops and spend time talking with him. Rajesh feels that this type of casual come together is a waste of time. He would prefer to be more 'business' like. He would like to deal with them as consumers only, serving them with precision and in a methodical manner. He expects that his customer should appreciate this 'modern' way of doing business.

He has, however, broached his inner feeling only in an indirect way to his father, and he found that his father believes in maintaining close personal links with his customers. Some of the customers have, anyhow, started noticing the change in the way in which Rajesh deals with them. They feel that old 'warmth' of their relationship with the senior Khatri is somehow missing and they are now less welcome at the shops.

Questions:

- a. Analyze the case and indicate the factors contributing to diversity the business practice.
- b. What do you think is the contribution of personal relationship in such a business?
- c. Do you agree or not with the approach adopted by Rajesh?
- d. Do you have any suggestion to make?