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

Office of the Dean  
2013

Full Marks: 60  
Time: 3 Hrs.

**BIM / Sixth Semester / MKT 201: Principles of Marketing**

*Candidates are required to give their answers in their own words as far as practicable.*

**Group "A"**

**Brief answer questions:**

[10 × 1 = 10]

1. Point out the various marketing concepts that have been evolved over a period of time.
2. State the micro environment of marketing.
3. Sketch the process of market segmentation.
4. What are the problems of marketing information system in Nepal?
5. List the determinants of organizational buying behavior.
6. What are the 7Ps of service marketing strategies?
7. State the pricing policies.
8. List down the components of physical distribution.
9. What are the objectives of advertising?
10. Conceptualize the term 'relationship marketing'.

**Group "B"**

**Short answer questions:**

[6 × 5 = 30]

3. 11. Describe the segmentation variables for consumer markets.
5. 12. Define product life cycle and explain the characteristics of various stages of product life cycle.
- 4.5. 13. What is channel of distribution? Explain the channel levels for distributing consumer products.
4. 14. Explain the buying process of consumer.
3. 15. State and explain any two methods of pricing.
- 4.5. 16. What is branding? Elucidate the reasons for and against branding.

**Group "C"**

**Comprehensive answer questions:**

[4 × 5 = 20]

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

As the temperature dips, the demand for boots heat up while compared to other types of footwear. While the demand this year is 20 to 30 percent more than last year, the recent custom problems at the China border have created hassles for the smooth supply of boots this season. Pramod Shrestha, owner of Star Shoes at Ranjana Galli, informed that long boots are in high demand at present, while stylish ankle boots are mostly sold during the wedding season. Owing to features like warmth, style and comfort, more females opt for boots compared to their male counterparts. As the trend for boots has expanded from

teenagers to even middle aged women, the demand has also escalated. Though highly popular, people usually buy boots only until February.

According to Aman Verma, owner of Bentley at Durbarmarg, most of the products available in Nepal are manufactured in China. The boots available at Bentley are priced from Rs 4,000 to Rs 7,000. According to him, boots enjoy 30 to 35 percent share of total sales of footwear during the winter season.

There are a variety of winter boots for women available in knee, calf and ankle length, and in flats as well as heels. The flat calf length boots are said to be highly preferred by women as they are quite comfortable, but high heeled boots of three to six inches are also in demand. Bentley also has a collection of nubuck leather boots, dingo boots and suede boots, among others in ankle and calf length for men.

Stating that men in Kathmandu have not warmed up to boots as much, Verma informs, "Only youngsters prefer boots, wearing them as fashion statements – professionals and older men prefer formal and casual shoes as they are more comfortable."

Branded boots like Gucci, Bentley, Holly Field, Armani, Tods, Hitz and Davinci are imported from countries like Thailand, Italy, Honkong, and Australia among others. Shrestha says, "Our products may not be as good as branded ones, but the boots at our store last for at least two seasons."

The price of boots has increased by 20 to 30 percent over last year. But still boots are preferred as they are trendier and more comfortable compared to closed shoes in winter. Ganesh Shrestha, owner of Remix Collection at Khichapokhari, is happy with the sales of boots during the first two months of winter. Unlike previous years, he finds mostly women in their early 30s frequenting the shop for boots.

**Questions:**

- Why do you think the demand for boots have increased as compared to other types of footwear in the Nepalese market?
- Which variables should be used for segmenting the footwear market?
- "More females opt for boots compared to their male counterparts." Why?
- If you have to introduce footwear in the Nepalese market, what marketing strategies would you adopt in the current market scenario?

