

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

2015

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. What is buying behavior?
2. Write about E-marketing.
3. Write the concept of core marketing.
4. Write the types of discount.
5. Define advertisement.
6. What is branding?
7. What is channel power?
8. What is product positioning?
9. List the features of service product.
10. Write the components of marketing information system.

Group "B"

Short answer questions:

[6 × 5 = 30]

11. What is relationship marketing? How does relationship marketing help to customer development process? Explain.
12. What is product development? Explain the steps involved in new product development process.
13. What is promotion? Why promotional activities considered as important in marketing? Explain.
14. What is pricing. Explain the different methods of pricing decision.
15. What is market segmentation? How do you segment the market for a fashion industry?
16. Discuss the consumer buying decision process.

Group "C"

Comprehensive answer questions:

[4 × 5 = 20]

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

Bhat Bhateni Super Market

The most popular name when it comes to shopping malls in Nepal has been that super market. Min Bahadur Gurung gets all the credit for bringing us an international standard one-stop shopping Centre. And behind this mega successful store lies a history that tells us how one can start from a scratch and reach heights of success if the right ambition and determination is there.