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TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
Office of the Dean
January 2021

Full Marks: 60
Pass Marks: 30
Time: 1.5 Hrs.

BIM / Fifth Semester / MKT 201: Fundamentals of Marketing

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

Answer any SIX questions:

[6 × 10 = 60]

1. What is green marketing? Describe the importance of green marketing.
2. What is socio-cultural environment? Describe its impact in marketing activities.
3. Define product. Distinguish between product line and mix strategies.
4. What is consumer behavior? What are the relevance of the study of the consumer behavior? Describe.
5. How are channel conflict resolved? Explain.
6. What are the factors determinants of promotion mix? Describe.
7. State and explain about the new product pricing decisions.
8. What is positioning? Explain the different types of positioning.

