

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examination-2080
Bachelor of Business Studies (BBS)
Semester - I

Subject: Marketing Management
Full Marks: 60 Pass Marks: 30

Course Code: MGMT 415/315
Time: 3: 00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions.

1. Write the meaning of the production concept.
2. Mention any four tasks of marketing management.
3. What does a micro-marketing environment mean?
4. Point out any three features of the organizational buyer.
5. Give the meaning of target marketing.
6. List any four types of consumer products.
7. Enlist the major components of labeling.
8. What is market penetration pricing?
9. Draw the multi-channel structure of consumer products.
10. State any four objectives of advertising.

1.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions.

11. Is marketing management a profession? Distinguish between the social marketing concept and holistic marketing concept with examples. [3+5]
12. Define task marketing environment. Briefly explain the components of the task marketing environment. [2+6]
13. What is buyer behavior? What are the factors affecting the consumer buying decision process? Explain in brief. [3+5]
14. Define packaging. What are the essential functions of product packaging? Explain. [2+6]
15. What is logistics in marketing? Briefly explain the major logistic functions of marketing. [2+6]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. What is the product life cycle? What are the marketing strategies in the introduction, growth, maturity and decline stages of the product life cycle? Explain in detail. [3+10]
17. Define price. What are the external factors affecting price determination? Briefly explain the methods of pricing. [2+5+6]
18. Is promotion a means of marketing communication? What are the main objectives of promotion? Distinguish between publicity and public relation in marketing. [3+5+5]

THE END