

MID-WESTERN UNIVERSITY
FACULTY OF MANAGEMENT
FINAL EXAMINATIONS: 2075
MASTER OF BUSINESS STUDIES (MBS)
SEMESTER - II

Subject: Marketing Management

Course Code: MGMT 521

Full Marks: 60

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: CRITICAL THINKING QUESTIONS (10 X 1 = 10 MARKS)

Answer all questions:

- Q1. Write any two differences between selling concept and modern marketing concept.
- Q2. Define exchange and transaction.
- Q3. Point out the components of technological environment.
- Q4. What do you understand by environmental scanning?
- Q5. Write the meaning of customer value.
- Q6. Define product positioning.
- Q7. What do you understand by strategic group?
- Q8. Give some examples of mass communication.
- Q9. List out the components of logistic management.
- Q10. Differentiate between direct and indirect marketing.

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

Answer any THREE questions:

- Q11. "Marketing has been the Environment of opportunities and challenges". Highlighting the statement explain some of the challenges in new millennium. (8)
- Q12. Define market segmentation and the types of target market. (8)
- Q13. "Consider that you are largest selling businessman in Karnali province", on the basis of this how do you think to identify your competitor in the market. (8)
- Q14. Illustrate and explain the marketing strategies in introduction stage of a product. (8)
- Q15. "Direct marketing have been the prompt issue in modern marketing", specify some of the public and ethical issues in direct marketing. (8)

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

Answer any TWO questions:

- Q16. What different attributes do you think to undertake to understand the competitor's analysis? State some off strength and weakness of the competitors. (7+6)
- Q17. Define product mix and explain some of the pricing strategies being adopted by business institutions in Nepal.(3+10)
- Q18. Define online marketing and its types. And also illustrate the challenges in online marketing. (3+10)

