

Mid-West University  
**Examinations Management Office**  
Surkhet, Nepal  
Final Examination-2079  
Master of Business Studies (MBS)  
Semester - II

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Subject: Marketing Management

Course Code: MGMT 521

Full Marks: 60 Pass Marks: 30

Time: 3: 00 Hours

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*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** the questions:

1. Write any three major outcomes of the holistic marketing concept.
2. Point out any four features of the marketing environment.
3. What does market targeting mean? Set an example.
4. Write down the segmentation variables for the consumer market.
5. Mention the influencing factors of consumer buying decisions.
6. Give any four examples of individual brands.
7. What do you mean by market penetration pricing?
8. Briefly define the term customer value, satisfaction, and retention.
9. State any four challenges to online marketing in Nepal.
10. What does quality marketing mean?

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

Answer any **THREE** questions:

11. Define marketing as an art and science. Discuss the marketing challenges of the 21st century with appropriate resolutions. [2+6]
12. What is a competitor? What are the strategies that lead to competitors' position in the market? Explain. [2+6]
13. Draw the structure of the product life cycle. What are the basic strategies involved in the product life cycle by stages? Explain. [2+6]
14. What is the pricing? What are the various methods of pricing? Could you explain with examples? [2+6]
15. What is distribution channel? What are the major functions of marketing logistics? Explain. [2+6]

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

Answer any **TWO** questions:

16. Why is a marketing information system (MKIS) defined as the collection of people, equipment, and procedures? Briefly explain the components of MKIS with relevant examples. [3+8+2]
17. What is segmentation? What are the requirements of market segmentation? Does consumer market segmentation differ from industrial market segmentation? Illustrate with examples. [3+5+5]
18. Write the meaning of marketing communication. What are the objectives of promotion? Briefly explain the components of promotion with examples. [3+4+6]

**THE END**