



MID-WEST UNIVERSITY
SCHOOL OF MANAGEMENT (MUSOM)
(An Autonomous Institution)
FINAL EXAMINATION-2023
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – II

Subject: Principles of Marketing
Full Marks: 100

Course Code: MGT421
Time: 3 Hrs.

Exam Roll No.:

Section A: Multiple Choice Questions (1×15 = 15 Marks)

Time: 15 Minutes

Tick (✓) the correct answers

1. Which is the first step in the marketing process?
 - a. Design value-driven marketing strategies
 - b. Design product
 - c. Understand marketplace and consumer needs
 - d. Deliver superior value
2. _____ are the form human needs take as they are shaped by culture and individual personality.
 - a. Wants
 - b. Demands
 - c. Satisfaction
 - d. Values
3. The idea that consumers will favor products that offer the most quality and better performance is primarily addressed by one of the following concepts of marketing.
 - a. Production concept
 - b. Product concept
 - c. Selling concept
 - d. Marketing concept
4. Resellers, physical distribution firms, financial institutions and service agencies are collectively known as _____ of a business firm.
 - a. Microenvironment
 - b. Internal environment
 - c. Public
 - d. Microenvironment
5. Which actions describe a firm's response to the marketing environment?
 - a. Adjusting price based on the income level of target consumers.
 - b. Modifying packaging using biodegradable materials for wooing consumers.
 - c. Maintaining transparency of business to obey legal requirements.
 - d. All of the above
6. Any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives is known as _____.
 - a. Consumers
 - b. Intermediaries
 - c. Publics
 - d. Regulators
7. Who is a person within a reference group who exerts social influence on others because of special skills, knowledge, personality, or other characteristics?
 - a. Opinion leader
 - b. Reference group member
 - c. Celebrity
 - d. Influencer
8. Marketers are always trying to spot _____ to discover new products that might be wanted.
 - a. Consumer needs
 - b. New locations
 - c. Cultural shifts
 - d. Competition

9. _____ describes a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea.
- a. Belief
 - b. Attitude
 - c. Value
 - d. Behavior
10. User status and usage rate are the factors related to _____ segmentation.
- a. Demographic
 - b. Geographic
 - c. Psychographic
 - d. Behavioral
11. Which of the following criteria refers to a quality that competitors cannot easily copy a difference?
- a. Superior
 - b. Preemptive
 - c. Affordable
 - d. Distinctive
12. Which is a losing value proposition?
- a. More for less
 - b. The same for less
 - c. The more for the same
 - d. Less for the more
13. Perishability refers to the following characteristic statement of service.
- a. It cannot be stored.
 - b. It cannot be separated from the service provider.
 - c. A service cannot be seen and touched.
 - d. The quality of a service depends upon the service provider's nature and situation.
14. Setting a high price for a new product to skim maximum revenues layer by layer from the segments willing to pay the high price is called _____.
- a. Market penetration
 - b. Market skimming
 - c. Price adjustment
 - d. Product bundle pricing
15. _____ is concerned with a seamless cross-channel buying experience that integrates in-store, online, and mobile shops.
- a. Zero channel retailing
 - b. Multichannel retailing
 - c. Omni channel retailing
 - d. Telemarketing





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You are required to answer in your own words as far as applicable. The figures in the margin indicate the full marks.

Section – B: Short Answer Questions

(8 × 5 = 40 Marks)

Answer any eight questions:

1. Marketing is perhaps an essential part of any business. Do you agree? Provide some arguments to validate this statement. [5]
2. Why are marketing concepts important? Which concept do you recommend for a business operating in a competitive environment? Include some reasons justifying your claim. [2+3]
3. Why should a firm study the marketing environment? Mention five micro-environment components for an education-based business in Birendranagar. [2.5+2.5]
4. What is the meaning of competitive marketing intelligence? What benefits can a firm get with such an intelligence system? [2+3]
5. Define social class. How do you relate the concept of social class to consumer behavior? [2+3]
6. Define B2b with an example. [5]
7. Do you think segmenting a market is always beneficial for a company? Provide your opinions and arguments. [5]
8. Mention the different ways a local coffee shop can build a competitive advantage. Is this important for the shop? [3+2]
9. A product is a bundle of utilities. Explain the statement highlighting what a product means to marketers and consumers. [5]
10. Write short notes on any two of the following [2×2.5=5]
 - a. Brand extension vs line extension
 - b. Push vs pull strategy
 - c. Social media marketing

Section – C: Long Answer Questions

(3 × 10 = 30 Marks)

Answer any three questions:

11. Develop a marketing campaign for any food brand you are familiar with using a framework of marketing. [10]
12. Define the marketing environment. Develop a typical diagram representing the marketing environment of a firm. [4+6]
13. Introduce the concepts, beliefs and attitudes. With suitable examples, illustrate how these concepts are important in consumer behavior. 2+4+4
14. Why is pricing decision important for a business? Discuss various options (methods) available to a manager for setting product prices. [4+6]
15. You are a marketing manager of a firm that sells herbal cosmetics in the Nepalese market. Your company has decided to launch a promotional campaign for the coming summer. Design a short proposal describing activities you need to include in the campaign. [6+4]

16. Read the following case and answer the questions following it.

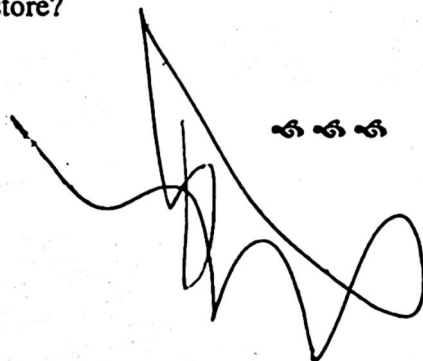
K-brothers' Bazar is a retail store located in a residential area with a high-profile community including business persons, foreign diplomats, celebrities and senior corporate figures. Most people are living luxurious life of international standards and extravagant lifestyles. The store occupies all four floors of its building with a wide range of products. The ground floor has grocery items, cosmetics and toiletries; the first floor contains kitchenware and electronics. On the second floor, there are exclusive readymade garments for men, women and kids and on the fourth floor, one can find a wide assortment of saris, shoes, luggage, and blankets. Other units have products like perfume, jewellery, watches, bakeries, ice cream, café, and fresh vegetables. The availability of a wonderfully wide range of products makes it a mega mall of the city. The varieties are still increasing as told us by the store's authority.

The store itself primarily imports these products. The store manager claims the product to be of the best quality and reasonable price. Customer satisfaction is the driving force to move up with unparalleled performance. As a marketing policy, the store distributes fliers in planes so foreign customers know it. The store is known to have higher customer facilities than anywhere in town as it has been equipped with lift and elevators, banking services and refreshment services.

Frequently it launches discount schemes to attract local customers, but many local customers hesitate to visit the store. They feel it is expensive and not built for them. They say that they are not willing to enter the store to pay a premium for any item available at a lower price elsewhere. They also express dissatisfaction with the absence of local and domestic products, which form a significant part of their regular purchases. Since the store is suitable for bulk purchases by high-profile city people, it is not built for those who buy in small quantities and prefer low prices.

Amidst this condition, management of the store has already decided to open another such store in a prime city location. The managers are looking for innovative ideas to operate it with greater customer focus and increased value so that a more significant proportion of the city consumer become used to coming here to satisfy needs.

- a) Describe the product mix of *K-brothers' Bazar*. [5]
- b) What is the characteristic of its market? Do you think it is supplying their needs? [3+2]
- c) What are the weaknesses of the store? What suggestions do you give for future plans and strategy of the store? [2+3]

A handwritten signature in dark ink, followed by a decorative flourish consisting of three small, stylized floral or leaf-like motifs arranged horizontally.