

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examination-2082
Master of Business Studies (MBS)
Semester - II

Subject: Marketing Management

Course Code: MGMT 521

Full Marks: 60 Pass Marks: 30

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** the questions:

1. Write any two differences between selling and modern marketing concept.
2. What are the major outcomes of the holistic marketing concept?
3. Write the meaning of competitor analysis.
4. What does target marketing mean?
5. List out any four forms of direct marketing.
6. What do you understand by environmental scanning?
7. What are the objective of promotion?
8. Point out segmentation variables for consumer market.
9. Define customer relationship management (CRM).
10. What do you mean by distribution channel?

SECTION B: SHORT ANSWER QUESTIONS (10 X 2 = 20 MARKS)

Answer any **THREE** questions:

11. What do you mean by product positioning? Briefly explain the types of product positioning. [2+6]
12. What is marketing information system? What are its components? Explain. [2+6]
13. Consider that you are the largest selling businessman in Karnali province. How do you identify your competitor in the market? Discuss. [8]
14. Draw the structure of the product life cycle. What are the basic strategies involved in the product life cycle by stages? Explain. [2+6]
15. Define online marketing and its types. Also illustrate the challenges in online marketing. [4+4]

SECTION C: LONG ANSWER QUESTIONS (2 X 9 = 18 MARKS)

Answer any **TWO** questions:

16. Explain marketing as an art and science. Discuss the marketing challenges in the new millennium with appropriate resolutions. [4+9]
17. Define macro environment. Discuss the impacts of macro environment on firms marketing activities. [4+9]
18. "Logistic management creates the utility of time, place and product." Give your answer to support the statement and explain the components of logistic management. [4+9]

THE END