

Mid-West University  
Examinations Management Office  
Surkhet, Nepal  
End-Semester Examinations-2082  
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. Define the concept of marketing.
2. Write any two differences between goods and services.
3. List any two internal factors that affect marketing.
4. What do you mean by customer value?
5. Define product.
6. What is a brand name?
7. Mention two types of pricing.
8. What is sales promotion?
9. Define e-marketing.
10. What is the core purpose of marketing?

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

Answer any **THREE** questions.

11. Define marketing mix and explain the 4Ps in detail with examples.
12. Explain the importance of consumer behaviour in marketing.
13. Discuss the types of products with suitable examples.
14. Describe the consumer buying decision process.
15. What is market segmentation? Explain the process and benefits of market segmentation. [2+6]

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

Answer any **TWO** questions.

16. Discuss the role of branding and packaging in product marketing.
17. What is marketing environment? How do social and cultural factors affect the marketing program of a company? Briefly explain. [3+10]
18. Define personal selling and describe all the steps in personal selling process.

**THE END**