

Only for 2021  
to 2023 AD  
admitted  
Students

**TRIBHUVAN UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
Office of the Dean  
**June 2026**

**Full Marks: 100**  
**Pass Marks: 50**  
**Time: 3 Hrs.**

**BBM / BIM / Fifth Semester / MKT 201: Fundamentals of Marketing**

*Candidates are required to answer the questions in their own words as far as practicable.*

**Group “A”**

***Brief Answer Questions:***

***[10×2=20]***

1. Differentiate between production and product concept.
2. Point out the components of micro environment.
3. Briefly write about marketing decision support system.
4. State the major types of buying situation.
5. What is product positioning?
6. Define brand equity.
7. Write down the importance of pricing.
8. Mention the mode of transportation commonly used in Nepal.
9. State the objectives of distribution.
10. Define direct marketing.

**Group “B”**

***Short Answer Questions:(Attempt any SIX Questions)***

***[6×5=30]***

11. Enlighten the 7Ps of marketing mix with an example.
12. Enumerate the process of marketing research.
13. Describe the key functions of packaging.
14. Elucidate the new product development process.
15. Describe internal and external factors affecting pricing strategy of a firm.
16. Briefly explain the factors influencing business buying behavior.
17. Describe the distribution practices in Nepal.

**Group “C”**

***Long Answer Questions: (Attempt any THREE Questions)***

***[3×10=30]***

18. Elaborate on the marketing environment in the Nepalese context.
19. Discuss the bases for segmenting consumer markets.
20. Critically examine different branding strategies and also clarify which is the most appropriate strategy for global market coverage.
21. Elucidate the factors affecting determination of promotion mix with relevant examples.

## Group “D”

### *Comprehensive Answer / Case / Situation Analysis Questions:*

[4×5=20]

22. Analyze the following case carefully and answer the questions that follow:

Marketing environment in Nepal has been witnessing radical changes. The trend in governance has taken many turns since 1991. Priorities have been changing – from emphasis on public enterprises to private ones.

The Nepalese market has become highly competitive due to open door for international companies through foreign investment policy. A variety of joint ventures are operating both at service and manufacturing sectors. To remain most competitive in challenging market, the Nepalese manufacturers realize quick and right decisions in right time through different components of marketing Information System (MKIS). Surya Nepal Pvt. Ltd. (SNPL), the largest private sector cigarette manufacturer has vigorously used MKIS to sustain even in critical situation.

One study shows that SNPL basically uses managerial personnel and supervisors to obtain marketing information. Those personnel supply important, relevant, timely and adequate information about the market and environmental dynamism. Besides, the company uses the internet for data bank and model bank information to receive. In fact, SNPL collects primary data conducting survey mainly through personal interview and mailed questionnaire. But it collects secondary data from different publications. It stores collected data and information in computers and uses and / or reuses whenever needed for making decision. It analyzes and synthesizes the stored data for reaching to point of problem – decision.

The information collected and analyzed helps for developing evaluating and controlling different marketing plans and programs. As per survey, MKIS has helped SNPL also in meeting new challenges to build long-term and short – term strategies. The company has also maintained the following:

- The received information is forwarded to the top level, operative level and /or lower level depending upon the nature of the problem.
- It has the practice of preparing five copies of order – to- payment cycle and sales reports and sending one copy each to accounting, administrative, marketing production department and to the tax office.
- It mostly focuses on product research, advertising research, sales research and consumer attitude research.

### *Questions:*

- a. Highlight the major issues of the case.
- b. What made SNPL vigorously use MKIS? Give your opinion.
- c. What procedures does SNPL use to run an MKIS? Discuss.
- d. Describe the key macro environmental forces affecting SNPL.

