

SET A**New Summit College****Faculty of Management****PRE-BOARD EXAMINATION - 2080**

Program: BBM

Level: Fifth Semester

Subject: Fundamentals of Marketing

Full Marks: 60

Pass Marks: 30

Time: 3 hrs.

Candidates are required to give their answers in their own words as far as possible.

Group A**Brief Answer Question****(6*1=6)**

1. List out the various marketing Concept.
2. Give Any two effects of 'noise factor' in communication process.
3. Mention any four important roles of retailers.
4. What is cost plus pricing.
5. Write any two features of saturation stage of product life cycle.
6. Analyze the post-Purchase behavior of organizational buyer.

Group B**Descriptive Answer Question****(6*3=18)**

7. What is promotion in marketing? Why do Marketers use it?
8. What is distribution? Explain its importance.
9. What is pricing. What are the pricing objectives?
10. What is Product. Explain the types of products.
11. What do you understand by marketing intelligence system? Explain its sources
12. Explain the components of Holistic Marketing Concept.

*performance marketing***Group C****Analytical Answer Question (4*6=24)**

13. Explain the importance of personal selling in marketing of industrial goods.
14. Explain the meaning of wholesaler. Explain the types of wholesalers.
15. What is channel conflict? What are the cause of channel conflict?
16. What is Product life cycle? Explain the stages of product life cycle in details.

Group D**Case Analysis:****Comprehensive Answer Questions (4*3=12)**

17. Read the following case carefully and answer the questions that follows:
Shikhar is transforming itself from making utilitarian footwear to stylish ones and it is imbuing its products with high doses of fashion. It has expanded its product portfolio, but has not allowed the prices to rise. It is also refurbishing its retail stores. Shikhar is reinvesting itself-it wants to be perceived as a youthful and vibrant brand. It has not changed its brand value proportion, which remains that of being the 'most trusted footwear brand' but it wants its

products portfolio and retail environment to be contemporary. Shikhar has opened large no. of stores in the cities, and renovated and revamped existing stores. It has also shut down few stores that didn't have enough footfalls. It is focused on design and development and launches new footwear every month.

Shikhar has footwear for all segments and for all occasions. Men has always been using Shikhar shoes but now women and children are also using Shikhar foot wear. It has also launched a range of sports shoes. Its target market has always been the family but it is now diligently working to have specific footwear for every member of the family. Its product portfolio covers every conceivable type of footwear-formal, casual and fashionable. Shikhar has started a separate division to design and manufacture specialized shoes. It makes shoes for customers in segments and business-like defense, automobiles, metals, construction and agriculture. It is already the global market leader in high performance safety shoes. It uses the latest technologies to make safety shoes.

Shikhar has expanded its portfolio but it keeps its price controlled to provide good value for money. Though Shikhar is trying to become more contemporary in its design, it understands that customers like its product because they provide great value at reasonable prices and it wants customers to continue believing so.

Shikhar is focusing its attention and investment on developing attractive retail shops. It understands that whatever the quality of its shoes, people will no longer buy from unattractive retail shops. Its store is spacious. It has hired a specialists' team of retail designers from abroad to design the layouts of its stores.

Shikhar has massive retail presence inside the country. At present, it has more than 1,000 stores in 40 cities to serve the customers. It is focusing expanding its retail stores and is planned to open 10 new stores every year. It is also extending its reach to rural Nepal and is setting up rural network of dealers.

Shikhar has taken steps to rationalize its wholesale operations. It has restructured its wholesale operation into three independent distribution channels of urban, safety and institutional. Each distribution channel has its own sales team; with the mandate to develop the market.

Questions:

- a. Examine the distribution concept adopted by Shikhar shoes.
- b. Explain the distribution strategy used by Shikhar shoes.
- c. Do you think the current distribution strategy is sound enough to capture the rural market?
- d. How the distribution system of Shikhar shoes can be strengthened? Give your arguments.

*Member
Agent
Mgghr*