

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

September - October 2023

Full Marks: 60

Pass Marks: 30

Time: 3 Hrs

BBM / Fifth Semester / MKT 311: Fundamentals of Marketing

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

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. Write down the difference between micro and macro environment variables.
2. State the objectives of promotion.
3. List out the components of the marketing information system.
4. What is brand equity?
5. Differentiate between reactive and proactive marketing.
6. What is direct marketing?

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

7. What are the components of promotion mix? Briefly explain.
8. Write down the relevance of green marketing.
9. Explain the process of product positioning.
10. Explain the importance of pricing for the firm.
11. What exactly are specialty goods? Describe with examples.
12. What are the major tasks of marketing management?

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. Explain the various stages of product life cycle.
14. Discuss the major logistics functions.
15. Describe the influencing factors affecting consumer behavior.
16. Describe the value-based and competition-based pricing approaches.

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following case carefully and answer the questions that follow:

Starting on 12 May 2019, the government had planned to ban all public transportation vehicles that are 20 years old nationwide. The Department of Transport Management (DoTM) has announced that, it will forbid such old public vehicles from traveling on rural roads after effectively phasing them out of the Kathmandu Valley. Almost 5,000 of the 20 years old vehicles that were previously operating on Valley roads, according to DoTM, have been phased out since the restriction went into effect. Nearly 5,000 of these

outdated vehicles are reportedly still being driven outside of the Kathmandu Valley, according to DoTM.

"We already informed transport business owners about the restriction on used vehicles beginning on May 12. After Friday, transporter using such outdated vehicles across the nation will be exposed to the legal consequences, according to DoTM director general Chunrarayan Shrestha. Additionally, according to DoTM representatives, the government would no longer assign such vehicles new routes or renew their registration. The government has not yet decided to outlaw private and public automobiles older than 20 years.

The amount of such old government-owned vehicles still in use is anticipated to be substantially higher than the number of public vehicles that are being phased out. To reduce automobile pollution and enhance traffic, DoTM began gradually removing these cars from the nation.

Furthermore, it is said that these outdated cars in the nation are technically unsafe to drive and are also more likely to be involved in accidents. Vehicles are the main sources of pollution, according to a recent government inspection. Additionally, the inspection report revealed that more than 40% of vehicles operating in the Kathmandu Valley were producing dangerous pollutants in excess of the government-set limit. Before phasing out outdated vehicles, however, transport entrepreneurs have requested government incentives, claiming that doing so would jeopardize their financial investments. On the other hand, auto dealers have been pleading with the government to prohibit vehicles based on their condition rather than the years they have been manufactured. According to them, they will undoubtedly rebel against the administration and file a judicial appeal if it does not change the policy.

Questions:

- a. Link the case to societal and green marketing.
- b. What is the government's main concern with relation to automobiles in the Kathmandu Valley? Explain.
- c. Do you believe that the decision to outlaw older vehicles is the best way to reduce traffic congestion and pollution? Why or why not?
- d. What would you have done if you had been the minister of transportation management to address the problem? Discuss.

