

Semester: Spring

Level: Bachelor

Programme: BBA/BI/TT/BCIS/BHCM

Course: Principles of Marketing

Year: 2021

Full Marks: 100

Pass Marks: 45

Time: 3 hrs.

Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.

Section "A"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Define marketing.
2. Define the terms micro and macro environment.
3. What do you mean by positioning?
4. What is marketing Information System?
5. What is market skimming pricing?
6. Briefly explain an importance of segmenting the market.
7. Write down two causes of channel conflict in distribution.
8. What is branding?
9. Mention two factors that influence pricing of a product.
10. What is public relationship?

Section "B"

Descriptive Answer Questions

Attempt any six questions. [6×10]

11. Define relationship marketing. Discuss the importance of relationship marketing to sustain in today's competitive market.
12. How does marketing information system help marketers to make good marketing strategies? Explain with examples.
13. What do you understand by the terms segmentation, targeting and positioning? Discuss briefly the bases for segmenting consumer markets.
14. Explain the major logistics function.
15. Explain the buyer decision process in details.
16. Explain the different pricing approaches adopted by the companies. In your view, which is the best approach and why?
17. Explain the term advertising. What are the factors need to be considered while designing message for an advertisement? Discuss.

Section "C"

Case Analysis

18. Read the case situation given below and answer the questions that follow: [20]

Mobile phones have become a necessity rather than luxury these days. They are evolving technologies in the field of telecommunication throughout the

world. They have enriched lives of individuals by allowing consumers to multi-task through their mobile phones. Almost all latest mobile phones launched in the international arena are available in Nepali market. Competition is intense among brands and they are going all out to offer consumers a wide range of features at the lowest price possible leading the race in low-cost sets are the Chinese mobile phones, which have a sizable share of the market in the lower end segment.

Features of Chinese mobiles include dual SIM card and powerful speakers along with all the usual applications that are available in the other international brands. There are two types of Chinese mobiles currently available in the Nepali market: the up market Chinese sets but this perception has changed to a great extent. Now they have gained much popularity among Nepali customers. Meanwhile, there is also an exponential demand for mobile gadgets where Chinese ones top the list. Among the varieties of Chinese mobile available, D5130 model worth Rs 2,500 is one of the largest selling mobile sets in Kathmandu, according to Rabindra Shrestha, wholesaler and retailer of Harati Traders.

They offer a wide range of price starting from Rs 1,500 and reaching up to Rs 8,000. However, there is no warranty on these cell phones. Chinese mobiles incorporate features of different international brands like Nokia, TV mobile, Sigmatel, Digital Mobile, AL Jaid and Bluetooth. The growing demand of Chinese mobiles is among middle class Nepali customers due to lower price compared to features resembling international brands. Many students buy these mobiles thinking that they are affordable and offer more applications.

Ramesh Amatya of Premiere International Pvt. Ltd who is the sole authorized dealer of Chinese brand Lephone, MBO and Mero Mobile in Nepal said "Our brands are accepted well not only with the valley but also in regions such as Ithari, Pokhara and Biratnagar. The Chinese sets available include NOke, Nokia, Giorgio, Pawan, Sunny Ericsson, Gatel, Top-1, Armami etc."

Questions:

- a) Who are target customers for Chinese mobiles in Nepal?
- b) What brand positioning strategies are adopted in Nepal by the Chinese mobiles?
- c) Explain competitive positions of the Chinese mobiles in Nepal.
- d) Whether mobile have become necessity or luxury these days? Give reasons to support answer on the evidence in the case.