

Descriptive Questions [5 x 10=50]

12. Describe the meaning and components of marketing mix. [4+6]
13. What is marketing environment? Describe the various components of micro environment. [4+6]
14. Explain the consumer buying decision process. [10]
15. What is pricing? Explain the competition based pricing with example. [4+6]
16. What is personal selling? Discuss its relevance in Nepalese marketing. [4+6]

Group "C"

Analytical Answer Questions

[2×15=30]

Attempt any TWO questions.

17. What is customer relationship management? How can we manage customer relationship? Discuss. [5+10]
18. What is services marketing? Discuss the marketing strategies for services firms. [5+10]
19. Give the concept of marketing communication and describe the marketing communication process. [5+10]



Fundamentals Of Marketing Exam Questions

RS Peters



Fundamentals Of Marketing Exam Questions:

Unveiling the Energy of Verbal Artistry: An Psychological Sojourn through **Fundamentals Of Marketing Exam Questions**

In some sort of inundated with monitors and the cacophony of quick conversation, the profound power and mental resonance of verbal beauty usually disappear into obscurity, eclipsed by the constant barrage of noise and distractions. Yet, situated within the lyrical pages of **Fundamentals Of Marketing Exam Questions**, a captivating work of literary brilliance that impulses with natural thoughts, lies an remarkable trip waiting to be embarked upon. Penned by way of a virtuoso wordsmith, this interesting opus instructions visitors on a psychological odyssey, gently revealing the latent possible and profound influence embedded within the elaborate web of language. Within the heart-wrenching expanse with this evocative analysis, we can embark upon an introspective exploration of the book is main subjects, dissect its fascinating writing type, and immerse ourselves in the indelible impact it leaves upon the depths of readers souls.

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