

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

O García



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