

KATHMANDU UNIVERSITY
End Semester Examination
June/July, 2023

Marks Scored:

Level : B.Sc.

Year : II

Exam. Roll No. :

Time: 30 mins.

Course : AGMT 201

Semester: I

F.M. : 20

Registration No.:

Date : 13 July.

SECTION "A"

I. Encircle the most appropriate alternative from each set of choices. [10Q. × 1 = 10 marks]

1. A group of consumers who respond in a similar way to a given set of marketing effort can be referred to which of the following consumer category?
a. Market Segment
b. Target Market
c. Market Positioning
d. Niche Market
2. Marketing to reduce demand temporarily or permanently, but not to destroy demand or the brand but to reduce or shift it is known as
a. Segmentation
b. Positioning
c. Buzz Marketing
d. Demarketing
3. Which of the following is not a pricing method that is based on the costing of product?
a. Margin-plus pricing
b. Break-even pricing
c. Target pricing
d. Good value pricing
4. is the set of benefits or values a company promises to deliver to customers to satisfy their needs
a. Core product
b. Market offering
c. Value proposition
d. Unique selling points
5. A manufacturer uses the company's sales force and trade promotions to carry, promote, and sell products to end users. Which of the following strategies is this manufacturer using?
a. Personalization strategy
b. Tailoring strategy
c. Push strategy
d. pull strategy
6. The refers to the change in role and power relationship in the channel structures resulting in cooperation and conflicts.
a. Behavioural Dynamism
b. Channel conflict
c. Structural dynamism
d. Disintermediation
7. The instinctual part of the mind that responds immediately to wants and desires, which is chaotic and animal-like, seeking pleasure and avoiding pain is.....
a. esteem need
b. id.
c. ego
d. super-ego
8. Nepali market witnesses a lot of sales promotions during Dashain festival and the business volume is very high during this period. This type of focus by the marketers is a type of which of the segmentation?
a. Behavioral segmentation
b. Geographical segmentation
c. Psychographic segmentation
d. Demographic segmentation

9. Arjun has recently passed his SLC exams with flying colors, so his father has given him Rs. 15,000 to buy a new mobile phone. Arjun went to the nearby Orange Mobile Café and decided to buy a Panasonic mobile for Rs.10,000. To his surprise, Panasonic had stopped providing earphones and screen guard in the mobile kit so he had to pay additional Rs. 4500 for both the accessories. Which type of product mix pricing strategy is Panasonic following?
- a. Product line pricing
 b. Optional product pricing
 c. Captive product pricing
 d. Product bundle pricing
10. The residual left with the producer-farmer after meeting his requirements for family consumption, farm needs for seeds and feed for cattle, payment to labor in kind, payment to artisans – carpenter, blacksmith, potter and mechanic – payment to landlord as rent, and social and religious payments in kind is known as
- a. Producer surplus
 b. Consumer surplus
 c. Marketable surplus
 d. Marketed surplus

II. Fill in the blanks.

[10Q. × 1 = 10 marks]

11. People with desire or need for the product, willingness to pay and ability to pay is known as
12. The state of demand which requires demarketing is
13. is focusing only on existing wants and losing sight of underlying consumer needs by marketers.
14. The marketing concept which focus more on the aggressive promotion of the goods and services is
15. The consumer processing part of the consumer buying model is known as
16. A subset of the market or small market segment on which a specific product is focused, which aimed at satisfying specific market needs is
17. Setting a high price for a new product to generate maximum revenues from the target market is
18. is a distribution channel which does not consist any marketing intermediaries.
19. is that quantity of the produce which the producer-farmer actually sells in the market, irrespective of his requirements for family consumption, farm needs and other payments.
20. is a mass communication technique that offers short-term incentives to encourage purchase or sales of a product or service.

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July 13
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F. M. : 55

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Time : 2 hrs. 30 mins.

SECTION "B"

(Short answer questions)

[5Q. × 5 = 25 marks]

Attempt *ANY FIVE* questions.

1. Define marketing mix. Describe each of the elements of marketing mix and explain how they can be used to create a cohesive marketing plan of an agricultural product.
2. Explain market segmentation. Describe the basic requirement for market segmentation.
3. Setting prices for products at the introductory level is especially challenging. Elaborate the two broad pricing strategies that farmers could adopt while setting prices for a new agricultural product.
4. Define marketable surplus. Explain its relationship with marketed surplus.
5. A Farmer started the production of dragon fruit as cash crop. The fixed cost and the total cost are Rs. 40000 and Rs. 85000 respectively. The total sales are Rs. 105000 and sales volume is 15000 for this situation. What number units does the farmer has to sell to remain no profit no loss condition? What should be the sales if the profit desired is Rs. 50000?
6. Define integrated marketing communication. Explain the communication process.

SECTION "C"

(Long answer questions)

[3Q. × 10 = 30 marks]

Attempt *ANY THREE* questions.

7. Define value chain. Why is it important for a farmer to understand value chain? Develop a value chain model in any agricultural product to increase its margin or value.
8. Critically define the marketing concept which is based on the idioms "Good wine needs no bush". Also elaborate this concept with the example of any agricultural product.
9. Dividing a market into segments based on consumer knowledge, attitudes, uses, or responses to a product is behavioural segmentation. Explain the behavioural variables of consumer market segmentations.
10. The consumer buying process starts long before the actual purchase and continues long after; hence marketers need to focus on the buying process rather than on just the purchase decision. To support this statement, describe the buyer decision process along with relevant examples of agricultural product and also explain the factors affecting consumers buying.