

Mid-West University  
**Examinations Management Office**  
Birendranagar, Surkhet  
End Semester (Alternative/Physical) Examination-2078  
Bachelor of Business Administration (BBA)  
Semester - II

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Subject: Marketing Management  
Full Marks: 50 Pass Marks: 25

Course Code: MGT 324  
Time: 3:00 Hours

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*You are required to answer in your own words as far as applicable.*

***Attempt all of the following Questions:***

**5×10=50**

1. a. Distinguish between Selling and Marketing.  
b. Market is the study of four 'p'. Explain.
2. Explain the recent trends in the Marketing in the context of COVID-19.
3. Describe the stages of the product life cycle (PLC) and mention how marketing strategies generally change during the product life cycle.

**OR**

Discuss the buying process of a consumer who is going to purchase a new flat from Green Hill City P. Ltd at Mulpani, Kathmandu.

4. What is market segmentation? Discuss, in brief, the requirements for an effective segmentation.
5. What do you mean by brand? Discuss the objectives and reasons for branding.

**OR**

“Promotion is the most critical element in marketing mix.”. In case of “Fast moving consumer products” which promotion strategy would you adopt? Why?

**The End**