



First Internal Exam-2071

Level: MBS-I
Time: 2:00 hrs

Subject: Marketing Management

FM: 50
PM: 20

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

Attempt All Questions

1. “When someone buys something, he/she in fact is not buying the physical object but trying to address typical problem and find the solution for that problem.” Do you agree with this statement? Why or why not?
2. How would you explain the terminologies – need, want, and demand? Briefly explain the implications of these terminologies in marketing.
3. What do you mean by Holistic marketing concept? How is it different from other concepts of marketing?
4. What are the steps of ‘consumer buying process? Explain.
