

FUNDAMENTALS OF MARKETING

Syllabus

Course No.: MGT 214
Nature of the Course: Core

Full Marks: 100
Pass Marks: 40
Lecture hour:150

Course Objectives

This course aims at developing knowledge and skills in students in analyzing issues concerning major decision making areas of marketing. It also aims to give background knowledge to students to prepare them for concentration courses in marketing.

Contents

- | | |
|---|--------------|
| Unit 1: Introduction | LH 18 |
| <ul style="list-style-type: none">Meaning and Definitions of Marketing;Business-Oriented Marketing Concepts & Business Practices: Production concept, Product concept, Selling concept, Modern Marketing concept, Social concept, Holistic concept.Emerging Concepts in Marketing – Direct Marketing, Quality Marketing, E-marketing, Relationship Marketing; and Green Marketing.Marketing-Mix: Meaning, components and Implications; | |
| Unit 2: Understanding Marketing Environment | LH 12 |
| <ul style="list-style-type: none">Concept and features of marketing environment;Classification of marketing environment: micro and macro;Impact of Macro Environment in Marketing; | |
| Unit 3: Managing Market Information | LH 10 |
| <ul style="list-style-type: none">Concept and need of market information;Marketing Information System: concept and components;Marketing Research: concept and process;Use of Internet in collecting information; | |
| Unit 4: Market Segmentation, Targeting and Positioning | LH 12 |
| <ul style="list-style-type: none">Concept of market and market segmentation;Objectives of market segmentation;Process of market segmentation;Targeting the market: concept and types of target market, focusing marketing program;Product Positioning for Target market: concept and process of product positioning; | |
| Unit 5: Understanding Buyer's Behavior | LH 14 |
| <ul style="list-style-type: none">Concept of buyer and buyer behavior;Importance of understanding buyer behavior;Consumer buying decision: process and determinants;Organizational buying decision: process and determinants; | |

Unit 6: Product Decision

LH 20

- Concept, and classification of products;
- Types and features of consumer products;
- Types and features of industrial
- Service product: concept, features and strategies;
- Product life-cycle: concept, stages and implication of marketing strategies;
- New product development: concept of new product and development process;
- Branding Decision: Meaning, importance and types;
- Packaging Decision: Meaning, requirements and strategies;
- Labeling Decision: Meaning, types and requirements;

Unit 7: Pricing Decision

LH 10

- Concept of price and pricing;
- Objectives of pricing;
- Methods of pricing;
- Pricing strategies;

Unit 8: Promotion Decision

LH 18

- Concept and objectives of promotion;
- Promotion mix and its components: advertising, publicity, sales promotion, personal selling, and public relations;
- Advertising: concept, features, types, and Media;
- Web advertising in marketing communication;
- Publicity: concept and forms of publicity;
- Sales Promotion: concept and types;
- Personal selling: concept, types and process of personal selling;
- Public relations: concept and tools;
- Selection of Promotion mix;
- Integrated marketing communication: Meaning and significance;

Unit 9: Distribution Decision

LH 18

- Concept and objectives of distribution decision;
- Methods of distribution: direct and indirect;
- Marketing channels and channel structure for consumer goods and industrial goods;
- Role of marketing intermediaries in distribution system;
- Selection of channel of distribution;
- Channel Conflicts and Conflict Resolution Methods;
- Physical distribution: concept and components;

Unit 10: Marketing Practices in Nepal

LH 18

- Marketing Environment in Nepal;
- Marketing Mix Decisions in Nepal;
- Information system in Nepalese Firms;
- Marketing Research Practices in Nepal;
- Problems and Prospects of Marketing Practices in Nepal;
- A small project work may be given to students;

Suggested Books

- Evans and Berman, *Marketing*, Macmillan Publishing Company.
 Kotler and Armstrong, *Principles of Marketing*, Pearson/Prentice – Hall of India.
 Rosenberg, Larry J., *Marketing*, Prentice-Hall.
 Stanton, Etzel and Walker, *Fundamentals of Marketing*, McGraw Hill.
 Strauss, El-Ansary and Frost, *E-Marketing*, Pearson Education.
 Zikmund and d'Amico, *Marketing*, John Wiley & Sons.
 Agrawal, G.R., *Fundamentals of Marketing in Nepal*, M.K. Publishers.
 Koirala, K.D., *Fundamentals of Marketing*, Buddha Academics, Kathmandu.
 Shrestha, Shyam K., *Fundamentals of Marketing*, Asmita Publications, Kathmandu.

Model Questions - 2071

Full Marks: 100

Pass Marks: 40

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

Group 'A'**Brief Questions Answer (Attempt ALL Questions)**

[2x10 = 20]

1. What is relationship marketing?
2. State marketing intelligence system and its uses.
3. What do you know about market segmentation and its process?
4. Write any two features of organizational buying.
5. State types of consumer goods.
6. Define product life-cycle and state any two features of saturation stage.
7. State of value-based pricing with example.
8. Display advertising and its types.
9. Outline direct and indirect methods of distribution.
10. What is marketing mix decisions?

Group 'B'**Short Answer Questions (Attempt FIVE Questions)**

[5x 10 = 50]

11. "Marketing is a social and business process". Justify this statement with examples.
12. How does technology affect the marketing practices of a firm? Explain with the help of a suitable example.
13. What is a target market? How is product positioned to create demand in the target market?
14. Differentiate a consumer buying behavior from an organizational buying behavior.
15. What is channel conflict? Mention the methods of settling channel conflicts that may arise in distribution system.
16. Write short notes on any TWO:
 - i. Marketing environment in Nepal.
 - ii. The practice of e-marketing.
 - iii. Market - entry pricing strategy.

Group 'C'**Comprehensive Answer Questions (Attempt any TWO Questions)**

[2x15=30]

17. What is marketing research? Explain the steps involved in marketing research for identifying market potential for black goggles in Kathmandu valley.

18. What is a new product for the marketer? Explain the process of identifying and selecting a new product for marketing purpose.
19. What is promotion mix? Explain the factors to be considered for selecting the best promotion mix.

TU Exam – 2072

Group 'A'

Brief Answer Questions

[10 x 2 = 20]

Attempt ALL questions.

1. Give the meaning of green marketing.
2. Point out the differences between micro environment and macro environment.
3. Give the concept of market with suitable example.
4. Identify any four characteristics of organizational buyer.
5. Write down the types of label.
6. What do you know about psychological pricing?
7. Show your acquaintance with the term 'Integrated marketing communication.'
8. Give any two examples where services are distributed through indirect channel.
9. Is "Hidden Treasure Fanta Miss Nepal 2015" a product?
10. Point out any four problems of Nepalese marketing.

Group 'B'

Short Answer Questions

[5 x 10 = 50]

Attempt FIVE questions.

11. What is customer relationship? Explain the process of building customer relation.
12. What is marketing environment? Describe the economic environment of marketing with suitable examples.
13. Give the meaning of product positioning. Also explain the product positioning process.
14. Who are consumers? Explain the consumer buying process.
15. What is service? Describe the service product strategies with examples.
16. Give short notes on any TWO:
 - a. Meaning and components of marketing information system.
 - b. Channel structure for industrial goods
 - c. Cost plus pricing

Group 'C'

Long Answer Questions

[2 x 15 = 30]

Attempt TWO questions.

17. What is marketing mix? Explain the various components of marketing mix? [5+10]
18. What is new product? Describe the new product development process with a suitable example. [5+10]
19. Give the meaning of promotion mix. Explain the factor influencing the selection of promotion mix. Describe.

Unit 1: Introduction**Brief Answer Questions**

1. What is marketing? Define.
2. List the importance of marketing.
3. Make a list of the business-oriented marketing concepts
4. Give the meaning of production concept.
5. What is selling concept?
6. Give the meaning of holistic marketing concept.
7. Distinguish the marketing concept and selling concept.
8. Give an account of marketing concept.
9. What are basic principles of marketing concept?
10. What is direct marketing?
11. What is e marketing?
12. Point of any four feature of e-marketing.
13. What is quality marketing?
14. What is relationship marketing?
15. What is green marketing?
16. What are the requirements of green marketing?
17. What is marketing mix?
18. What are the elements of marketing mix?

Short Answer Questions

1. Define marketing briefly explain any two new developments in the field of marketing.
2. "Marketing is a social and business process". Justify this statement with examples.
3. Define marketing from the perspective of its management orientations.
4. What is marketing concept? Explain its major principles.
5. Explain any two recent developments in the field of marketing.
6. What is marketing concept? Explain the difference between selling concept and marketing concept.
7. What is marketing? Why is it important in the business world?
8. Show your acquaintances with production oriented marketing concept and market oriented marketing concept.
9. What do you understand by societal marketing concept?
10. What do you understand by marketing and marketing concept? Explain
11. What is marketing mix? Explain the elements of marketing mix.
12. What are the essentials for marketing concept implementation?

Comprehensive Answer Questions

1. "Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others." Comment.
2. Explain the importance of marketing to customers, society and nation.
3. How can a firm apply societal marketing concept in its business? Briefly explain with the help of suitable example.
4. What is marketing concept? Show the difference between sales oriented marketing concept and societal marketing concept.

Unit 2: Understanding Marketing Environment

Brief Answer Questions

1. What is marketing environment?
2. What are their scopes?
3. What is micro environment of marketing?
4. Make a list of the major components of the micro environment?
5. What is macro environment of marketing?
6. Make a list of the major components of the macro environment?
7. Mention any four elements of economic environment.
8. What are the key elements of demographic environment?
9. What are the components of natural environment?
10. Mention the components of political-legal environment.
11. Give the meaning of socio-cultural environment.
12. Mention the components of socio-cultural environment.

Short Answer Questions

1. What is marketing environment? What are their scopes?
2. Describe the socio-cultural environment of marketing.
3. Describe economic environment of marketing.
4. Explain the socio-culture environment of marketing and its effect in the design of the marketing mix.
5. Explain the demographic environment of marketing and its effect in the design of the marketing mix.
6. Explain the technological environment of marketing and its effect in the design of the marketing mix.
7. Explain the effects of natural environment on marketing mix.
8. What is micro environment of marketing? Explain the major components of the micro environment?
9. What is macro environment of marketing? Explain in brief the major components of the macro environment?
10. Explain the demographic and economic environment as the most important forces of Nepalese marketing environment.

Comprehensive Answer Questions

1. What is marketing environment? How social and cultural factors affect the marketing program of a company?
2. What do you understand by micro environment and macro environment? How do economic factors affect the marketing mix? Explain.

Unit 3: Managing Market Information

Brief Answer Questions

1. What is market information?
2. State the need and importance of market information.
3. What is marketing information system?

4. Write the meaning of internal records system.
5. Give the meaning of marketing intelligence system.
6. What is decision support system?
7. Give the meaning of marketing research system.
8. Marketing intelligence and marketing research system.
9. Mention the features of marketing research.
10. Briefly mention the use of internet in collecting information.

Short Answer Questions

1. What is marketing information system? Explain the importance of marketing information system.
2. Explain the internal records system and marketing intelligence system as the components of marketing information system.
3. What is marketing research? Discuss the process of marketing research.
4. Explain marketing research system and decision support system.
5. What is marketing information system? Describe the marketing intelligence system.
6. What is marketing information system? Why is marketing information system important for a business organization?
7. What is marketing intelligence system? How does it differ from the marketing research system?
8. What do you understand by market intelligence system? Explain the role of market intelligence system in marketing.
9. What are the steps of marketing research process?
10. Explain the use of internet in collecting information.

Comprehensive Answer Questions

1. What do you mean by marketing information system? Explain its components.
2. What is marketing research system? Explain the process of marketing research.

**Unit 4: Market Segmentation,
Targeting and Positioning****Brief Answer Questions**

1. What is market?
2. Make a list of concepts of market.
3. Classify the market.
4. What is market segmentation?
5. Point out the steps of market segmentation process.
6. What are the objectives of market segmentation?
7. List out the segmentation variables for consumer market.
8. List out the segmentation variables for industrial market.
9. What is product positioning?
10. What is the process of product positioning?

Short Answer Questions

1. What do you mean by market? Discuss.
2. Explain the concepts of market.
3. Classify the market and briefly explain about them.
4. Explain the characteristics of non-institutional customers.
5. What is market segmentation? Discuss the bases for segmenting consumer markets.
6. Define market segmentation. What are the bases for segmenting business markets?
7. In brief, state the market segmentation process.
8. Discuss the evaluation criteria used for identifying viable and profitable market segments.
9. What are the requirements for effective market segmentation? Discuss the main patterns of target market selection.
10. Explain the role of market segmentation in marketing decision making.
11. "Market segmentation is a customer oriented philosophy." Explain.
12. Explain the factors used for evaluating market segment.
13. What is product positioning? What are the elements of positioning?
14. Explain the benefits of market segmentation to an organization.
15. Explain the criteria used for evaluation of market segments.
16. Explain the variables used in segmentation of an industrial market.
17. Describe the use of life-style for segmentation of the consumer market.
18. What is market segmentation? What are the processes of market segmentation? Briefly explain.
19. Identify the demographic variables in segmenting a consumer market. Also explain any two of them with the help of a suitable example.
20. What is target marketing? Explain the types of target markets.

Comprehensive Answer Questions

1. "Market segmentation is a consumer oriented philosophy"? In the light of this statement discuss the bases for segmenting consumer markets.
2. What do you understand by a consumer goods market and an industrial goods market? Discuss the consumer market segmentation variables.

Unit 5: Understanding Buyer's Behavior**Brief Answer Questions**

1. What is buyer?
2. What are the characteristics of individual customers?
3. What are the characteristics of institutional customers?
4. What is buyer behavior?
5. Make a list of importance of buyer behavior.
6. List out the buying process of consumer buying decision.
7. What are the determinants of consumer buying decision?
8. What is organizational buyer behavior?
9. List out the buying decision process of an organizational buyer.
10. What are the determinants of organizational buying decision?

Short Answer Questions

1. Who is buyer? Explain the characteristics of individual buyer.
2. Explain the characteristics of non-institutional customers.
3. What is buyer behaviour? Explain the buying process of the consumers.
4. What are the major factors that affect consumer buying decision? Explain.
5. What is organizational buyer behaviour? Explain the buying decision process of an organizational buyer.
6. What is organizational buyer behaviour? Discuss about the factors determining organizational buying behaviour.
7. How does learning and motivation influence consumer buying?
8. Discuss the economic, demographic and socio-cultural determinants of buying behaviour.
9. Explain the need for understanding consumer behaviour for a marketing organization.
10. Explain the post purchase behaviour of a consumer.
11. Explain the social determinants of consumer behaviour
12. Explain the economic determinants of consumer behaviour.
13. Describe briefly any one of the psychological determinants of consumer behaviour.
14. Describe the buying process of an individual buyer.
15. Explain different difficulties in relation to studying buyer.

Comprehensive Answer Questions

1. In what ways consumer buying decisions differ from organizational buying decisions?
2. What is organizational buyer behaviour? Discuss about the factors determining organizational buying behaviour.
3. Define the term 'buyer behaviour'. And explain with example the process of consumer buying decision.
4. What is organizational buying behavior? Briefly explain the nature of organizational buying behaviour.

Unit 6: Product Decision**Brief Answer Questions**

1. What is product ? State its features.
2. What is consumer product ? State its classification.
3. What is industrial product ? State its classification.
4. What is convenience product ?
5. What is installation ? Explain its features.
6. What is PLC?
7. What is service?
8. Mention characteristics of service product.
9. Point out the features of introduction stage.
10. Point out the features of growth stage.
11. Point out the features of maturity stage.
12. Point out the features of decline stage.
13. Give four examples of individual brand.
14. Give meaning of new product.
15. What is branding? What are the qualities of good brand name?

16. What is packaging? State its types.
17. What is labeling? State its importance and types.
18. Point out any four requirements of label.

Short Answer Questions

1. What is product? Explain the types and marketing consideration of the different products.
2. Explain in brief the levels of product.
3. What do you understand by core product and augmented product? Explain with suitable examples.
4. Explain the (a) characteristics and (b) marketing considerations for consumer convenience goods.
5. Explain the (a) characteristics and (b) marketing considerations for consumer shopping goods.
6. Describe the (a) characteristics and (b) marketing considerations for specialty goods.
7. Describe the main features of service product marketing.
8. Describe the trading-up and trading-down strategies.
9. What is service? How does it differ from goods?
10. What is a new product? Explain any five reasons for new product failure.
11. What do you know by product adoption process? Explain the relations between product adoption and diffusion process.
12. What is new product? Explain the new product development process.
13. What is product life cycle? What marketing strategies are adopted in the different stages of product life cycle? Explain.
14. What marketing strategies are adopted in the different stages of product life cycle? Briefly explain.
15. Discuss the strategies considerations for the management of the four stages of the product life cycle.
16. "Product life cycle is an attempt to recognize distinct stages in the sales history of the product and a generalized model of sales and profit trends for a product class or category over a period of time." How is the PLC used in marketing decision-making? Discuss.
17. Discuss the use of product life cycle as a strategic tool in marketing.
18. What is a brand? Explain the importance of branding.
19. In what circumstances marketers do not use brand name to their products?
20. What is family branding? Explain the characteristics of a good brand name.
21. What is packaging? What are its functions? Explain the features of a good packaging system.
22. What is a label? What are its types? Briefly explain with suitable examples.

Comprehensive Answer Questions

1. What is product? Discuss the strategies related to product line.
 2. What is a new product? Discuss the steps involved in the development of new product.
 3. What is a product life cycle? Discuss the pricing and promotion strategies during the introduction and growth stages of the product life cycle.
 4. What is product life cycle? Why the product life cycle is considered as a strategic tool in marketing? Discuss.
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Unit 7: Pricing Decision**Brief Answer Questions**

1. What is pricing? Define.
2. What is pricing? Explain the forms price.
3. What do you mean by pricing? Explain its importance.
4. State the objectives of pricing.
5. What are the controllable factors to determine price?
6. What are the uncontrollable factors to determine price?
7. Point out the objectives of pricing.
8. Mention the methods of pricing.
9. Point out the importance of pricing.
10. Mention any three strategies of pricing.

Short Answer Questions

1. Differentiate between price and pricing.
2. What is the importance of pricing?
3. What are the objectives of pricing? Explain.
4. Give some examples of prices.
5. What is price skimming? When price skimming is possible for an organization?
6. Explain the value oriented pricing method?
7. Explain the break-even pricing method and point out its limitation.
8. Explain the external factors affecting price determination.
9. What is pricing? Describe competition-oriented pricing method used by a firm.
10. What is pricing? Show your acquaintances with 'skimming the cream' strategy and discriminating pricing strategy.
11. What are the geographical pricing strategies? Explain FOB pricing in detail.
12. What are the reasons for changing price of the products? What are the methods of pricing? Explain.

Comprehensive Answer Questions

1. Differentiate in between penetration pricing and skimming pricing strategies.
2. Explain the cost-oriented pricing method and highlight on its importance in marketing.
3. While setting price, what external factors the manufacturers analyze or consider? Explain the reasons why they analyze them.
4. Show your acquaintance with different pricing policies and strategies.
5. What are the pricing policies generally adopted by a business organization? Explain.
6. What are the objectives of pricing? Explain the pricing methods corresponding to respective objectives.

**Unit 8: Promotion Decision****Brief Answer Questions**

1. What is promotion? Define.
2. Mention the objectives of promotion.
3. What are the components of promotion mix?

4. What is advertising?
5. Explain the types of advertising media.
6. Define personnel selling.
7. Mention the process of personnel selling of indoor sales.
8. What is sales promotion?
9. What are the objectives of sales promotion? Make a list.
10. What is publicity?
11. What are the objectives of publicity?
12. What is advertising? Mention its features.
13. What is personal selling?
14. Introduce methods of consumer promotion.
15. State the methods of trade promotion.
16. Introduce about the publicity. Write its importance.
17. What are public relations?
18. State features of public relations.
19. What is indoor sales?
20. What is outdoor sales?
21. What is web advertising?

Short Answer Questions

1. What is promotion? What are the components of promotion mix?
2. Define advertising and explain its features and objectives.
3. Explain the major advertising media.
4. Define publicity and explain its methods and tools.
5. Describe pull and push strategies.
6. Explain important methods of trade sales promotion.
7. What is public relation? Explain its objectives.
8. Describe uses and methods of public relations.
9. Define promotion? What are the factors affecting determination of promotion mix?
10. What is publicity? How does it differ from advertising? What are its uses in promotion?
11. Differentiate between push and pull strategies.
12. What is publicity? What are its kinds and uses?
13. What is consumer promotion? What are its various forms?
14. Explain the importance of personal selling in marketing of industrial goods.
15. What do you understand by publicity? What are the methods of publicity? Explain.
16. What is promotion? Show the difference between personal selling and mass selling.
17. Explain the role of public relation in promotional activities.
18. Differentiate between advertising and sales promotions.
19. Explain the elements of communication.
20. What is difference between promotion and sales promotion?
21. Discuss about the integrated marketing communication (IMC).

Comprehensive Answer Questions

1. What is promotion mix? Discuss the factors affecting the determination of the promotion mix.
2. What are the functions of promotion? Discuss the factors affecting the determination of the promotion mix.
3. You are required to launch an advertising campaign for a tobacco product. Explain how you select the media for launching the campaign effectively.

Unit 9: Distribution Decision**Brief Answer Questions**

1. What is distribution?
2. Mention the importance of distribution in marketing.
3. What are the objectives of distribution?
4. What is distribution? Introduce its elements.
5. Who are wholesalers? Mention types of wholesalers.
6. What is wholesaling?
7. What roles do wholesalers play in distribution channel?
8. Who are retailers?
9. What roles do retailers play in distribution channel?
10. What is channel conflict?
11. Mention the types of channel conflicts.
12. Write down the four causes of channel conflict.
13. Write down any four channel conflict resolution.
14. What is physical distribution.
15. Make a list of components of physical distribution.
16. What is transportation?
17. What is material handling?
18. Introduce order processing.
19. Give the meaning of warehousing.
20. What is inventory management?

Short Answer Questions

1. Define 'distribution'. What are the importance of distribution in modern marketing?
2. What is distribution? What are its main objectives.
3. What is distribution? Discuss about distribution channel of consumer goods.
4. Discuss about distribution channel of industrial goods.
5. What are factors affecting/strategic considerations for channel selection?
6. What is wholesaler? Explain about the role of wholesaler.
7. What is Retailer? Explain about the role of retailers.
8. What is channel dynamics? Explain various sources of channel power. Describe causes of conflicts and ways to manage these conflicts.
9. What is channel power? What are sources of channel power?
10. What is channel conflict? Discuss the methods of conflict resolution.
11. What is physical distribution? Discuss about components of physical distribution.

Comprehensive Answer Questions

1. What is distribution? What factors are considered in the selection of suitable channel of distribution? Discuss.
2. What are the channel alternatives for the distribution of consumer goods? Discuss the strategic considerations in the selection of channel of distribution.
3. What is channel of distribution? Explain the suitable channel of distribution for consumer products and industrial products.
4. What is channel conflicts? How does a channel conflict arise? Describe the processes of resolving the channel conflicts.

5. What is channel dynamics? What are the sources of channel power? Describe the causes of channel conflicts.
6. What do you understand by channel structure? Discuss the factors affecting channel structure for industrial goods.
7. What do you know by a channel system? Explain the channel structures most popular in Nepal.
8. Define the term 'physical distribution management'. Also explain the components of physical distribution management.

Unit 10: Marketing Practices in Nepal

Brief Answer Questions

1. Make a list of components of marketing environment of Nepal.
2. Point out any four components of marketing mix decision in Nepal.
3. Mention segmentation practices in Nepalese organizations.
4. Point out the information systems in Nepalese firms.
5. Point out the problems of marketing research in Nepal.
6. Mention any five problems of marketing practices in Nepal.
7. Mention some prospects of marketing practice in Nepal.

Short Answer Questions

1. Discuss about marketing environment in Nepal.
2. Explain the marketing mix decisions in Nepal.
3. Explain the marketing information system in Nepal and its use in marketing decision making.
4. Discuss the product decisions used in Nepal.
5. Explain pricing decisions in Nepal.
6. Explain distribution decisions in Nepal.
7. Explain promotion decisions in Nepal.
8. What are the problems of marketing practices in Nepal? Explain.
9. Discuss about the marketing research practices in Nepal.
10. What are the prospects of marketing practices in Nepal?

Comprehensive Answer Questions

1. What is marketing environment? Discuss the impact of macro environmental factors in Nepalese marketing.
2. What is marketing mix? Explain the marketing mix decisions in Nepal.
3. What is marketing information system? Discuss the status of marketing information systems in Nepalese firms.
4. What is marketing research? Explain the steps involved in marketing research for identifying market potential for black goggles in Kathmandu valley.
5. Discuss the problems and prospects of marketing practices in Nepal.

