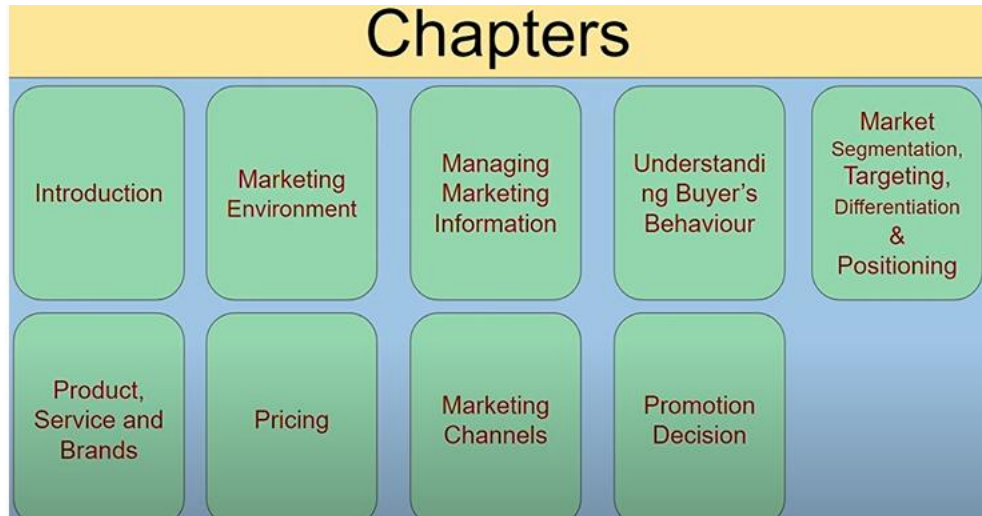


Foundation of Marketing

Most VVI Chapter **BBS Third Year**



Introduction	Asked Once	Important	Important	Customer Satisfaction, Relation, Loyalty, Retention, Marketing Concepts (Holistic, Societal, Modern), Marketing Mix
Marketing Environment	Important	Important	Not Asked till now	Technological Factors, Macro & Micro, Demographic, Socio-cultural, Political & Legal Environment
Managing Marketing Information	Important	Possible	Not Asked till now	Marketing Research & Process, Marketing Information System, Internal Record, Decision Support System

Understanding Buyer's Behaviour	Important	Important	Asked Once	Consumer & Organizational Buying, Decision Process, Determinants, Post Purchase Behaviour
Market Segmentation, Targeting, Differentiation & Positioning	Important	Important	Possible	Segmentation Benefits, Target Market Criteria, Product Positioning Process & Strategies
Product, Service, and Brands	Important	Possible	Important	Consumer, Brand, Service, 7 P's, Product Life Cycle, Service Marketing, Product Line Strategies
Pricing	Possible	Asked Once	Asked Once	Pricing Value, Psychological, Competition-based Pricing, Pricing Strategy & Determinants
Marketing Channels	Possible	Not Asked	Possible	Wholesaler & Retailer Role, Public/Bonded Warehouse, Distribution Importance, Strategic Channel Factors
Promotion Decision	Important	Possible	Important	Social Media Marketing, Promotion Mix, Marketing Communication, Personal Selling in Nepal, Advertisement