

द्वितीय पत्र :- सेवा सम्बन्धी

**1. Marketing Management**

1.1 Basic of Marketing Management

1.1.1 Understanding Marketing

1.1.2 Evolution of Marketing

1.1.3 Marketing tools and concepts/philosophies and with focus on marketing  
concept, customer concept and societal marketing concept

1.1.4 Core concepts of Marketing Management

1.1.5 The need for marketing

1.1.6 Scope of Marketing

1.1.7 Marketing decisions

1.2 Customer Satisfaction, Value and Retention

1.2.1 Customer value and satisfaction

1.2.2 Delivery of customer value and satisfaction

1.2.3 Attracting and retaining customers

1.3 Marketing Strategies

1.3.1 Positioning and differentiating market offering through the product life  
cycle

1.3.2 Developing new market offering

1.3.3 Marketing information system

1.3.4 Internal environment & controllable factors

1.3.5 External environment & uncontrollable factors

1.4 Designing, Managing and Marketing of Services

1.4.1 The nature of services

1.4.2 Designing new services

1.4.3 Marketing mix in services

1.4.4 Marketing of services

1.5 Marketing information system & Buyer behavior

1.5.1 MKIS: Concept & components; Marketing Research process

1.5.2 Information Technology in Nepal;

1.5.3 Consumer buying process & determinants

1.5.4 Business Buyer behavior.

गोरखापत्र संस्थान  
प्रशासन सेवा, बजार समूह, तह-६ (छैटौ), बजार/व्यापार अधिकृत पदको खुला प्रतियोगितात्मक  
परीक्षाको पाठ्यक्रम

1.6 Pricing Strategies

1.6.1 Setting the price

1.6.2 Responding the price changes

1.6.3 Pricing objectives & methods; factors affecting price

1.6.4 Pricing Policies & Strategies; Pricing Practices in Nepal.

**2. Promotions Management**

2.1 Role of Advertising and Promotion in Marketing

2.1.1 Integrated marketing communications

2.1.2 Promotional mix

2.1.3 Promotional management

2.1.4 Promotional planning process

2.2 Role of Advertising and Promotion in Marketing Process

2.2.1 Developing the Marketing Programme

2.2.2 Environmental influences on marketing and promotion

2.3 Analysis Communications Process

2.3.1 The nature, importance and effectiveness of communications

2.4 Media and Promotion

2.4.1 Role of media in Promotion

2.4.2 Management of Advertisement & Promotional Programmes in Gorkhapatra

2.4.3 Programme designs for printing media

2.4.4 Advertising business practices & role of Advertising Agencies in Nepal

2.4.5 Sales Promotion – objectives & tools

2.4.6 Promotion decision in Nepal

यस पत्र/विषय लिखित परीक्षा योजना र परीक्षा सोधिने प्रश्न संख्या देहाय बमोजिम हुनेछ ।

पत्र	विषय	पूर्णाङ्क	उतीर्णाङ्क	परीक्षा प्रणाली		प्रश्नसंख्या x अङ्क	समय
द्वितीय	सेवा सम्बन्धी	१००	४०	विषयगत	लामो उत्तर	५ प्रश्न x १५ अङ्क = ७५ अङ्क	३ घण्टा
					छोटो उत्तर	५ प्रश्न x ५ अङ्क = २५ अङ्क	