

## **Emerging Issues in Modern Marketing**

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#### **1. What is Industrial Marketing? Explain the Problem of Industrial Marketing of Nepal.**

Ans:- Business to business marketing is another term for industrial marketing. The selling of goods and services by one businessperson to another is referred to as industrial marketing. The selling of goods and services to industrial and institutional consumers is known as industrial marketing. Manufacturers, governments, service organizations, and industrial distribution companies are among the industrial and institutional customers. Under industrial marketing, the industrial seller sells goods to the industrial customers.

The critical problems that have obstructed the progress of industrial marketing in Nepal are discussed below:-

##### **i. Lack of infrastructural development:-**

**Ans:-** Industrial marketing cannot prosper without sufficient infrastructural facilities. Roads, power and water facilities, banks, insurance, communication, and other amenities that are insufficient for industrial development inside the country are examples of such facilities.

##### **ii. Lack of modern technology:-**

Ans:- Modern technology is required for the advancement of industrial activity. Nepalese indigenous production technologies are applied in our country. Expired technology from developed countries is imported as new technology in our country. So, mass and quality production of the product becomes difficult.

##### **iii. Lack of sufficient natural resources:-**

**Ans:-** Industrial marketing needs sufficient natural resources like mine, medicinal herbs, forest, etc. Such natural resources are lacking in our country.

##### **iv. Lack of skilled manpower:-**

**Ans:-** Qualified human resources are essential for industrial development. Existing industries of Nepal lack such experienced, qualified manpower. Unskilled and unqualified manpower cannot produce a better quality of products and services.

## **2. What is Agriculture Marketing? Explain the Features of Agriculture Marketing.**

**Ans:-** Agriculture marketing is a form of marketing that includes products and services related to the field of agriculture. It includes all the activities that are essential in moving agricultural products from the farm to the consumer.

The agricultural industry is critical to every country's economic prosperity. It is even more critical for a developing country like Nepal. The majority of the people here still rely on agriculture. Agriculture marketing creates jobs for the people of the country while also assisting in the country's industrialization progress.

**The features of agriculture marketing are explained as follows:-**

### **i. Production of goods:-**

**Ans:-** Seasonal production is the main feature of the agricultural product. Traders sell seasonal products in the agriculture market. As a result, one of the most important roles of the agriculture market is warehousing. Agro goods must be stored in order to be consumed and distributed on a regular basis.

### **ii. Distribution of product:-**

**Ans:-** Another important feature of agriculture market are to distribute the product to the market are to distribute the product to the consumers. Because the majority of agricultural items are perishable, extended distribution channels are not used to distribute them in the market. In the distribution of agricultural goods, there are fewer intermediaries.

### **iii. Price determination:-**

**Ans:-** Price determination is another important feature of agriculture marketing. This market is entirely dependent on the amount of agricultural goods available and the level of competition among agricultural goods dealers. Agricultural items

are produced on a seasonal basis. In agriculture marketing, it is critical for deciding the product's price.

#### **iv. Promotion:-**

**Ans:-** Promotion is also the features of agriculture marketing. It is a crucial marketing tactic for raising the amount of any product's sales. In the agriculture market, this tool is not commonly employed. Advertising, personal selling, sales promotion, and other promotional tactics are not commonly employed in the agriculture sector.

#### **v. Nature of the product:-**

**Ans:-** Agricultural products are sold according to its nature. The agriculture market is where agricultural products are sold. Agricultural products are perishable by nature. Agriculture markets are mostly used to sell perishable items. Agricultural products are not all perishable, and some are more perishable than others.

#### **vi. Regular demand:-**

**Ans:-** Agricultural goods are regularly demanded in the market. They are generally produced in a particular season, but they are consumed regularly by the consumers. So, they are demanded regularly by the consumers.

#### **vii. Inelastic demands:-**

**Ans:-** Products sold in the agriculture market have inelastic demand. Consumers benefit from more agricultural products. As a result, they are frequently requested. Agriculture items have an inelastic demand in the market. As a result, a change in the price of agricultural goods has no effect on their demand.

#### **viii. Predominance of intermediaries:-**

**Ans:-** In agriculture marketing, there is the predominance of intermediaries over agricultural products. Agricultural market intermediaries profit from both farmers and consumers. They buy straight from producers at a low cost and resell to

customers at a premium cost. Agriculture market intermediaries also perform price and grading standardization functions.

### **3. Explain the Problem of Agricultural Marketing of Nepal?**

**Ans:-** The problems that have hindered the progress of agriculture marketing in Nepal are discussed below:-

#### **i. Problem of transportation:-**

**Ans:-** Transportation problem is one of the major problem for agriculture marketing of Nepal. Nepal is a mountainous country. This is due to a shortage of transit options across the country. Even the headquarters of a few districts are still not connected to the transit network. Transporting agricultural products and inputs from one location to another has become complicated.

#### **ii. Lack of storage:-**

**Ans:-** Another issue facing Nepal's agriculture business is storage. The majority of Nepalese farmers are impoverished. They are unable to store agricultural products due to a lack of storage space. In Nepal, there is an insufficient supply of cold storage facilities. The government also does not pay attention for providing such essential facilities to the farmers.

#### **iii. Predominance of intermediaries:-**

**Ans:-** There is the predominance of intermediaries in agriculture market of Nepal. Intermediaries purchase agricultural products from producers at the low price. Intermediaries in agriculture market exploit both the farmers and consumers.

#### **iv. Lack of promotional activities:-**

**Ans:-** Promotional activities like advertising, personal selling sales promotion, etc. For agricultural products, they are not commonly used. Customers do not acquire more information regarding price, availability, and other aspects of agricultural products due to a lack of promotional activities in the Nepalese agriculture industry.

**v. Defective measuring equipment:-**

**Ans:-** Defective measuring equipment is another problem of Nepalese agricultural market. In remote locations, modern measuring equipment is not used. Traditional measuring instruments such as Mena, Pathi, and others are still commonly used in Nepal's rural areas. Consumers may be exploited if such poor equipment is used.

**vi. Lack of standardization and grading:-**

**Ans:-** In the Nepalese agriculture market, standardization and grading functions are not well executed. Vegetables from both local and hybrid species are sold at the same price. Similarly, there is no price discrimination between products produced by using insecticides and without using such harmful medicines.

**vii. Lack of technical knowledge:-**

**Ans:-** Lack of technical knowledge is another problem for Nepalese agriculture market. How the productivity of agricultural product can be increased? Still most of the farmers use traditional methods of production in the agricultural field.

**viii. Lack of organized market:-**

**Ans:-** Most of the farmers in Nepal live in the Villages. Farmers have yet to construct organized markets in which to sell their wares. Farmers never decide on a product's pricing as a group. Poverty, a lack of government backing, a lack of education, and other factors all contribute to Nepal's disorganized agriculture industry.

**ix. Lack of rural market:-**

**Ans:** The development of the rural market is critical for the development of the country's entire agriculture market. The majority of agricultural products are produced in rural areas. Due to lack of transportation facilities, farmers are facing problems for selling produced goods.

**4. Explain the Prospects of Agricultural Marketing in Nepal:-**

**Ans:-** Nepal holds an immense prospect in agricultural marketing. The important prospects of agricultural marketing in Nepal are discussed below:-

**i. Regular supply of agricultural products:-**

**Ans:-** Nepal is blessed with wide range of climatic condition. This climate diversity allows for the year-round production of a wide range of crops and vegetables. For example, an off-season vegetable in the terei region, and seasonal food in the Hilly region, and vice versa, allowing for the year-round availability of all types of vegetables and crops.

**ii. Possibility of market expansion:-**

**Ans:-** Different banks, financial institutions, co-operative and NGO's are investing in the agricultural field for improving the quality of product and production methods. Such increasing activities related to agriculture.

**iii. Greater profit:-**

**Ans:-** In Nepal farmer's co-operatives are flourishing specially in the agricultural marketing field. These cooperatives assist farmers by providing a variety of services. At the same time, by reducing the number of layers of middlemen in the distribution chain, farmers can receive a larger percentage of the profit margin.

**iv. Increasing demand for product:-**

**Ans:-** Demand of fruits and vegetables is growing within and outside the country over the years due to increase in population and increase awareness about its benefits for human beings. This shows increasing prospect of agriculture marketing.

**v. High export capacity:-**

**Ans:-** Nepal has a great export capacity of agricultural products. Varieties of items can be grown in different sections of the country due to climatic differences. Fresh fruits, vegetables, and vegetable seeds have a better chance of being exported to other countries.

**vi. Increasing farmer's motivation:-**

**Ans:-** Growing concept of Haat Bazaar likely to empower farmers in Nepal. It has improved bargain power of farmers and also increased the amount of profit from business transactions. Such increased profit motivates farmers to produce more agriculture goods

**vii. Price discrimination:-**

**Ans:-** Due to awareness of people about the quality of the agricultural product, price discrimination is made among various products having different qualities. But quality products gets the high price in the market.

**5. What is Internet Marketing? Explain its features.**

**Ans:-** Internet marketing is a narrow concept than e-commerce as It only deals with business transactions that take place over the internet, via e-mail, or through search engines, whereas e-commerce involves transactions that take place over a variety of electronic mediums, including the internet, mobile phones, telephones, fax machines, ATMs, credit cards, and so on.

The information and technological age is the modern era. The Internet is a worldwide network of millions of computers that allows people to share information. The Internet is a modern and trustworthy information source. Internet marketing encompasses a variety of marketing activities that can be carried out through the internet.

**The Features of Internet Marketing:-**

**Ans:-** The salient features of the Internet marketing are listed below:-

**i. Global marketing facility:-**

**Ans:-** An important feature of internet marketing is global accessibility. Internet service provides marketing facility to the various people of the world. People can perform buying or selling activities from any corner of the world.

**ii. Less expensive:-**

**Ans:-** Internet marketing is one of the less expensive means for performing marketing activities. When compared to other marketing tactics, the cost of internet marketing is quite low. However, it is still more expensive for developing countries.

**iii. Need of electronic devices:-**

**Ans:-** Internet marketing is electronic marketing. This needs a computer, telephone, and other electronic media. In the lack of such devices, Internet marketing is impossible.

**iv. Makes marketing easier:-**

**Ans:-** Internet marketing makes marketing activity easier. Easily buyer can place an order, make payment, gets information about the product, etc. without making face to face contact with sellers.

**v. Provide selection opportunity:-**

**Ans:-** Internet marketing provides selection facilities to the buyers. The number of items, services, and dealers available through internet marketing grows. From among the world's extensively available products/services and sellers, the buyer can easily select the product/service he requires and the seller he prefers.

**vi. Availability of information:-**

**Ans:-** Worldwide information related to product, sellers, services, etc. could be received within short period. Such facilities can help in decision-marketing process. Buyers and sellers can make decisions quickly and accurately.

**vii. Buyer cannot see real product:-**

**Ans:-** Buyer can see the picture of the product and different information about the product but cannot touch, operate, smell and open the real product.

**viii. Direct contact with customers:-**

**Ans:-** Internet marketing eliminates middlepersons. Customers and sellers communicate directly with one another via electronic media, and sales and purchases are finalized between them. The commission that middleperson would receive is preserved. As a result, the product's cost decreases and customers receive things at a lower cost.

**ix. Data inventory:-**

**Ans:-** The Internet is the collection of data and information. Different business enterprises have their website. Each website contains information and data. The customer can get information and data related to business organization easily.

**6. What is Tele Marketing? Explain its problem and Prospects.**

**Ans:-** Due to increase in market competition, direct marketing is getting popularity these days. Marketers contact consumers directly via phone using this type of marketing. A salesperson solicits prospective consumers to buy products and services over the phone in this technique of marketing. Telemarketing is a powerful tool for selling products and services to customers.

Firstly, prospective customers are identified by various means including past purchase history, previous request for information, application form, etc.

**The Problem of Telemarketing in Nepal are as follow:-**

**i. Lack of knowledge :-**

**Ans:-** In Nepal, most of the people do not know about the telemarketing and televised marketing. They do not want to spend those funds on necessities.

**ii. Lack of means:-**

**Ans:-** Telemarketing and televised marketing need telephone and TV facilities. These facilities are not easily found every part of the country.

**iii. Poverty:-**

**Ans:-** Most of the Nepalese people lie below the poverty line. They are unable to purchase internet, telephone facilities and TV.

**iv. Lack of banking service:-**

**Ans:-** Banking or money transfer facilities are essential for televised and telemarketing. They are not widely available in remote, rural areas.

**v. Lack of belief:-**

**Ans:-** Televised and telemarketing are in this beginning stage. So, people of Nepal do not easily believe to those means.

**vi. Expensive:-**

**Ans:-** In comparison to developed country telephone and internet facilities are more expensive in Nepal.

**The Prospects of Telemarketing in Nepal are as follow:-**

**i. Expansion:-**

**Ans:-** Nepalese people are aware of the importance of the internet. They're making use of the phone system. In this situation, telemarketing and television marketing facilities for purchasing products and services may become more popular.

**ii. Help in fulfill needs:-**

**Ans:-** Most of the people of Nepal lives in the village. The villagers wish to employ a variety of things in their home. These marketing strategies could be beneficial in providing such services.

**iii. Encourage:-**

**Ans:-** Gradually, banks having a modern computerized system are being established. These banks offer money transfer and collection services. Telemarketing and broadcast marketing may be encouraged by such capabilities. They're a way to buy and sell goods and services.

