

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN  
ACT OF CHEATING**

Student Name: \_\_\_\_\_ Father's Name: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION MAY 2015  
PRINCIPLES OF MARKETING; BA (H)-462 (PART B)  
BBA – IV**

**Date: June 2, 2015**

**Max. Time: 90 Mins**

**Max. Marks: 30**

**INSTRUCTIONS:**

- 1. Attempt any 06 questions, all carry equal marks. (Answer should not more than 7 to 10 lines). Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q.1. What are the steps involved in developing an effective communication?
- Q.2. What is the market / product expansion grid?
- Q.3. What is meant by De-marketing?
- Q.4. What are the core marketing concepts?
- Q.5. Who are laggards and early adopters in adoption of innovations?
- Q.6. Define public; also explain major types of public?
- Q.7. What is meant by Price .What factors should be considered while setting Price?
- Q.8. Describe the classification of consumer products?
- Q.9. Write down any five reasons of "why would a producer use wholesalers rather than selling directly to consumers or retailers"?

**END OF SUBJECTIVE PAPER**