

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

College Name: _____

Student Name: _____ Father's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION AFFILIATED COLLEGES; JUNE 2016
PRINCIPLES OF MARKETING; BA (H)-462 (PART B)
BBA – IV**

Date: June 7, 2016

**Max. Time: 90 Mins
Max. Marks: 30**

INSTRUCTIONS:

- 1. Attempt any 3 questions. 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 do you mean by proactive and reactive approach and discuss how companies can react to the marketing environment?
- Q.2 Briefly explain the different methods of sales forecasting?
- Q.3 Briefly explain the CONSUMER BUYING BEHAVIOUR process?
- Q.4 What are the stages of NEW PRODUCT DEVELOPMENT? What happens at each stage?

END OF SUBJECTIVE PAPER