

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

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015
MARKETING MANAGEMENT; BA (H)-532 (PART B)
BBA – VI**

Date: June 19, 2015

Max Time: 1.5 Hrs
Max Marks: 30

INSTRUCTIONS:

- 1. Attempt All 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-2 Compare 'Holistic Marketing Concept' (HMC) with 'Marketing Concept' and list the advantages you think a company can gain by following HMC **05**

Note : Your answer must not exceed one page of your answer script

Q-3 There are two views of the value delivery process, the 'Traditional Physical Process Sequence' and 'Value Creation and Delivery Sequence'. Compare the two, which you think is more practical today? Why? **05**

Note : Your answer must not exceed one page of your answer script

Q-4 What role marketers can play in the company's strategic planning? briefly discuss **05**

Note : Your answer must not exceed half page of your answer script

Q-5 The product hierarchy stretches from basic needs to particular items that satisfy those needs. List and define the levels of product hierarchy (any five) **05**

Note : Your answer must not exceed one page of your answer script

Q-7 Write short notes on ANY 04 of the following" **10**

- i. Value exploration and value creation
- ii. Mass customization
- iii. Local marketing
- iv. Post-purchase dissonance
- v. Value pricing
- vi. Channel conflict

Note : maximum limit for each note is half page of your answer script

END OF SUBJECTIVE PAPER