

**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 JUNE 2016; AFFILIATED COLLEGE  
MARKETING MANAGEMENT; BA (H)-532 (PART B)  
BBA – VI**

Date: July 15, 2016

Max Time: 1.5 Hrs  
Max Marks: 40

**INSTRUCTIONS:**

- 1. Attempt 3 questions, where Q1 is compulsory. 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 Write short notes on ANY 04 of the flowing" **[20]**
- i. Value Proposition
  - ii. Mass customization
  - iii. Micro marketing
  - iv. Customer Value
  - v. Route to Marketing
  - vi. Channel conflict

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

- Q.2 Briefly explain the competitive strategies of market pioneer, market challenger, market follower and niche marketer. **[10]**
- Q.3 What are the factors that help in analyzing the First Micro? **[10]**
- Q-4 Define SBU's & briefly explain the steps involve in designing SBU's **[10]**

**END OF SUBJECTIVE PAPER**