

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
MARKETING MANAGEMENT BA (H) – 532
BS – VI

Date: January 9, 2011

Instruction: Attempt any 5 questions

Max Time: 2.5 Hrs

Max Marks: 40

- Q.2. A. What is a BCG matrix; define its four types of SBUs
- B. Give at least 3 examples of current brands in the market for each group
- Q.3 A. Define and explain target marketing.
- B. What is positioning? Give an example of a positioning statement of any brand
- Q.4 A. How important is retaining customers?
- B. How will you ensure the delivery of customer value and satisfaction? Discuss briefly the factors involved
- Q.5 A. Define communication. What are the steps in the process of communication?
- B. Discuss briefly the elements of promotional mix
- Q.6 A. Discuss the steps involved in the buying decision process
- B. What are the factors affecting buying behavior?
- Q.7 Write short notes on any three:
- 1) Pricing strategy
 - 2) Marketing intelligence
 - 3) Branding
 - 4) Service Marketing

BEST OF LUCK

KARACHI UNIVERSITY BUSINESS SCHOOL
KARACHI UNIVERSITY BUSINESS SCHOOL
FINAL EXAMINATION - JUNE 2010 - AFFILIATED COLLEGES
MARKETING MANAGEMENT: BA (H) - 532
BS - VI

Date: July 01, 2010

Max Time: 2.5 Hrs

Instruction: Attempt any THREE questions

Max Marks: 30

All questions carry equal marks

1. How will you ensure the delivery of customer value and satisfaction?
Discuss the factors involved in detail.
2. Differentiate between corporate and divisional planning and discuss the need of establishing SBU'S in order to improve corporate performance.
3. How will you carry out by behavior analyzing? Keeping in view to the factors which effect by behavior?
4. How does a branded product differ from a non-branded one? The decision making brandied is carried out in stages. Elaborate these stages.