

**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 2015; AFFILIATED COLLEGE  
INTRODUCTION TO MARKETING; BA (M)-542 (PART B)  
MBA-II**

**Date: June 20, 2015**

**Max Time: 90 Mins**

**Max Marks: 30**

**INSTRUCTIONS:**

- 1. Attempt any 5 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. In the prescribed text, it was discussed that the traditional marketing mix (4Ps) can be extended to 7Ps. Discuss this extended mix by describing each 'P' in detail?
- Q.2. Do you agree that women's clothing is shifting away from shopping goods classification? Explain.
- Q.3. Identify and describe the bases for segmentation in detail. Also give an example of segmentation variables for each base?
- Q.4. What are the different modes of entry for international marketing managers?
- Q.5. Who are laggards and early adopters in adoption of innovations?
- Q.6. What is meant by Price .What factors should be considered while setting Price?
- Q.7. Discuss the product life cycle (PLC) in detail by describing each phase and also making mention of at least one marketing strategy that would be most appropriate during each stage
- Q.8. Write down any five reasons of "why would a producer use wholesalers rather than selling directly to consumers or retailers"?

**END OF SUBJECTIVE PAPER**