

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

**Date: July 16, 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. Write short notes on **any four** of the following:

1. Exclusive Distribution
2. Un-Owned Positioning
3. Route to Marketing
4. Price ceiling & Price Flooring
5. AIDA Model

Q.2. Briefly explain the different types of advertising.

Q.3. What are the common basis of segmenting organizational market explain with examples?

Q.4. Comment on the statement "Every market needs research".

**END OF SUBJECTIVE PAPER**