

College Name: _____

Student Name: _____ Father's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION AFFILIATED COLLEGES; JUNE 2016
PRINCIPLES OF MARKETING BA(BS) – 541 (PART B)
BBA – V**

Date: July 21, 2016

Max Time: 2 Hrs

Max Marks: 40

INSTRUCTIONS:

- 1. Attempt 4 questions where Q1 is compulsory.**
- 2. Do not write anything on question paper.**
- 3. Use of 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.**

Q1 Define any 5 of the following terms:

- | | |
|--------------|-------------------------|
| a. Marketing | e. Marketing offering |
| b. Needs | f. Marketing management |
| c. Wants | g. Marketing Myopia |
| d. Demand | |

Q2 (a): Explain each of the four bases for segmenting consumer markets.

(b): Discuss four basic strategies for reaching target markets.

Q3 (a): Differentiate among routinized response behavior, limited problem solving and extended problem solving by consumers.

(b): Briefly explain the concept of price skimming & penetration pricing.

Q4 (a): Describe the stages of product life cycle and how marketing strategies change during the product life cycle?

(b): Explain the differences among styles, fashions and fads and give an example of each?

Q5 Briefly explain the consumer decision marketing model

END OF SUBJECTIVE PAPER