

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN
ACT OF CHEATING**

College Name: _____

Student Name: _____ Father's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION DECEMBER 2016; AFFILIATED COLLEGES
PRINCIPLES OF MARKETING; BA (H)-462 (PART B)
BBA – IV**

Date: December 20, 2016

Max. Time: 100 Mins

Max. Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 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.**

Q1 a) Describe the marketing communications process & how it relates the AIDA concept
b) Identify the principle methods of sales promotions.

Q2 Define marketing environment & briefly explain the elements of macro environment.

Q3 What factors to consider whereas setting price? Explain.

Q4 Briefly discuss customer relationship management & identify strategies for creating values for customers & capturing value from customers in return?

Q5 Define route to market & identify the major channel alternatives open to a company & how companies select & evaluate channel members?

END OF SUBJECTIVE PAPER