

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION DECEMBER 2016; AFFILIATED COLLEGES
INTRODUCTION TO MARKETING; BA (M) – 542
MBA – II

Date: January 9, 2017

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. Mobile phone(s) 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 Brady's bread industries launch "Brady's School Bun". It will provide nourishing taste of Scott baking for school going kids. You are appointed as the new Marketing Manager of the company.

- a) Which strategy will you use for segmenting the consumer market?
- b) Which strategy will you use for market targeting?

Q2 a) What are the elements of promotional mix.

- b) Define elements of the marketing mix.

Q3 How are selling concept, product concept and production concept different from marketing concept? Which concept is more practical in the present times? Why? Briefly Explain

Q4 a) Discuss the marketing's role in a company's strategic planning.

- b) All companies need growth in order to compete more effectively with competitors, satisfy their stakeholder's needs and attract top talent. Discuss the various growth strategies which a company can use for its growth.

Q5 What do you understand by the terms: marketing, marketing management, needs, wants and demands? What are the different challenges you think you will face as a marketer when you enter into practical field? Discuss

END OF SUBJECTIVE PAPER