

College Name: _____

Seat No: _____ Student's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION DECEMBER 2017; AFFILIATED COLLEGES
PRINCIPLES OF MARKETING; BA (H)–462
BBA – IV**

Date: December 19, 2017

Max Time: 100 Mins

Max Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 questions. Write only relevant and brief answers.**
- 2. Do not write anything on the question paper.**
- 3. 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 Briefly explain the core marketing concept for understanding customer & market place?
- Q2 Define Marketing Environment & how macro environment influences firm marketing programs.
- Q3 How targeting, segmenting & positioning strategies are inter-related?
- Q4 What are the general approaches to understanding pricing strategies?
- Q5 Briefly explain the characteristics of services marketing.

END OF SUBJECTIVE PAPER