

College Name: \_\_\_\_\_

Seat No: \_\_\_\_\_ Student's Name: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL**  
**UNIVERSITY OF KARACHI**  
**FINAL EXAMINATION DECEMBER 2017; AFFILIATED COLLEGES**  
**MARKETING MANAGEMENT; BA (H)–532**  
**BBA – VI**

**Date: January 9, 2018**

**Max Time: 90 Mins**

**Max Marks: 30**

**INSTRUCTIONS:**

- 1. Attempt 3 questions where Q-2 is compulsory. Do not write anything on the question paper. EXCEPT the initials mentioned above.**
- 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-2(a) There are five competing concepts under which organizations can choose to conduct their business: the production concept, the product concept, the selling concept, the marketing concept, and the holistic marketing concept. Briefly describe the concepts. Why the first three concepts are of limited use today. **[07]**
- (b) Marketing managers are called "Demand Managers" why? **[03]**
- Q-3(a) Identify and briefly explain the components of marketing information system (MIS)? And discuss the role and functions of MIS **[08]**
- (b) List down the steps involved in marketing research process **[02]**
- Q-4(a) What do you understand by the following: (i) Integrated marketing mix (ii) Integrated marketing communication **[04]**
- (b) Compare 'business markets' with 'consumer markets', and with the help of practical example describe the four type of consumer buying behavior **[06]**
- Q-5 Write short notes on any four of the following: **[10]**
- a) Benefits of 'Brand' to brander and buyer
  - b) Product positioning
  - c) Customer lifetime value
  - d) Customer oriented and Traditional Organizations
  - e) Product mix decisions
  - f) Value Networks

**END OF SUBJECTIVE PAPER**