

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(BS)-541
BBA – V**

Date: January 12, 2018

Max Time: 2 Hrs

Max Marks: 60

INSTRUCTIONS:

- 1. Attempt any 4 questions. 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.**

Q1 Define marketing environment and briefly explain the elements of macro environment.

Q2 Define promotion and explain the different type of promotional mix tools in detail.

Q3 Identify the major channel alternatives open to a company and how companies select & evaluate channel members?

Q4 Discuss four basic strategies for reaching target markets?

Q5 Define marketing mix and briefly explain the elements of marketing mix.

Q6 Write short notes on any two of the following:

- i- Services Characteristics
- ii- Strategic Marketing Planning
- iii- Push and Pull Strategies

END OF EXAM PAPER