

## **PRINCIPLES OF MARKETING**

**2019**

**Time: 3 Hours**

**(REGULAR)**

**Max. Marks: 100**

**Instructions: Attempt any FIVE questions.**

Q.01:

Describe the relationship between "Exchange" and "Marketing" also briefly explain the 4 conditions which must exist for a marketing exchange to take place.

Q.02:

Discuss the importance of Environmental Monitoring for a marketer, and list down the 'micro' and 'macro' environmental forces.

Q.03:

Define 'product life Cycle' and describe the stage of product Life Cycle along with its characteristics.

Q.04:

List and describe the six stages involved in the new product development process.

Q.05:

In connection to marketing highlight the importance of 'Pricing'. What factors should be kept under consideration when a marketer is taking 'pricing Decision'. Briefly explain. When "Market Skimming Pricing and Market Penetration' pricing Strategies are used? Briefly explain.

Q.06:

List and briefly describe the five methods of 'promotion' which can be used by a marketer. Which method (s) is/are most effective in present times?

Q.07:

Write comprehensive notes on any TWO of the following:

- i. Customer Relationship Management
- ii. Importance of Retailing
- iii. Target Marketing
- iv. Uses of marketing Research

## **PRINCIPLES OF MARKETING 2018**

**Time: 3 Hours**

**(REGULAR)**

**Max. Marks: 100**

**Instructions: Attempt any FIVE questions.**

Q.01:

Define Marketing Management and describe the evolution stages of marketing: the production orientation stage, sales-orientation stage and marketing orientation stage.

Q.02:

Explain the steps involved in consumer buying decision process.

Q.03:

Explain the difference between product line and product mix, and also describe the product mix strategies.

Q.04:

What is meant by market segmentation? Describe the steps involved in market segmentation process.

Q.05:

Describe the branding strategies which can be used by producers and middlemen.

Q.06:

Describe the following and give examples of each:

- (i) Shopping goods
- (ii) Specialty goods
- (iii) Unsought goods
- (iv) Convenience goods.

Q.07:

Write notes on any two of the following:

- (i) Services Marketing
- (ii) Packaging decisions
- (iii) Marketing Information System.

## **PRINCIPLES OF MARKETING 2018**

**Time: 3 Hours**

**(PRIVATE)**

**Max. Marks: 100**

**Instructions: Attempt any FIVE questions.**

Q.01:

Describe the 'marketing concept' and discuss the relations between 'exchange' and 'marketing'

Q.02:

Describe the process of 'market segmentation' and also list and briefly explain the conditions which a segmentation process must meet in order to be effective

Q.03:

a) With the help of practical examples, explain 'Tangible products' and 'Intangible products'

b) Briefly explain the following:

- i) Product line
- (ii) Product Mix
- (iii) Breadth of Product Mix
- (iv) Depth of Product Mix

Q.04:

Define 'Consumer Market' and describe the stages involved in consumer buying decision process

Q.05:

List and describe the most common distribution channels used for distribution of consumer and business goods.

Q.06:

What is meant by 'Environmental Scanning'? Describe any three micro-environmental forces and any three macro-environmental forces that can affect the company's ability to serve its customers.

Q.07:

Write short notes on any TWO of the following:

- (i) Marketing Information System
- (ii) Marketing Management
- (iii) Services marketing

## **PRINCIPLES OF MARKETING 2017**

**Time: 3 Hours**

**(REGULAR)**

**Max. Marks: 100**

**Instructions: Attempt any FIVE questions.**

Q.01:

Explain the steps involved in new product planning process in detail.

Q.02:

Define Marketing? Explain the difference between Marketing & Selling, support your answer with examples

Q.03:

Explain the advertising planning process in detail.

Q.04:

Define a channel of distribution. Explain the major considerations in choosing a channel of distribution.

Q.05:

Discuss the controllable and uncontrollable factors of marketing environment in detail.

Q.06:

Explain the marketing research process in detail.

Q.07:

Write notes on any two of the following:

- (i) Product Life Cycle
- (ii) Factors affecting pricing decision
- (iii) Promotion.



## **PRINCIPLES OF MARKETING 2017**

**Time: 3 Hours**

**(PRIVATE)**

**Max. Marks: 100**

**Instructions: Attempt any FIVE questions.**

Q.01:

Define marketing. Explain the difference between marketing and selling.

Q.02:

Discuss the steps involved in marketing research process in detail.

Q.03:

Distinguish among product modification, minor innovation & major innovation. Explain the different types of consumer goods.

Q.04:

Which factors influence the channel of a distribution?

Q.05:

What is a sided message? Describe each of the methods of promotional budgeting.

Q.06:

When should a firm pursue penetration pricing? Explain the factors affecting the pricing decision.

Q.07:

Write notes on any two of the following:

- (i) Channel of Communication
- (ii) Product Life Cycle
- (iii) Wholesaling.

# Principles of Marketing

2016

**Time: 3 Hours**

**(Regular)**

**Max. Marks: 100**

NOTE: Attempt any five questions in all, including Question No.1. which is compulsory.

1. Mobile Phone industry in Pakistan has been growing very rapidly for the past 10 years many new brands like Q-Mobile, Samsung etc., have captured mass market of the city. Mobile Phone are used by a large number of people not only for Communication but also for other purposes because of many features provided by mobile services organization. Keeping in view the overall marketing of mobile phone organization answer the following questions:

- (i) Describe the target market of Q-Mobile and Samsung.
  - (ii) Explain the core benefits and additional features of mobile phone.
  - (iii) Explain the promotion strategies used by mobile phone companies (promotion mix activities)
  - (iv) State the distribution channel usually used by mobile phone organization.
  - (v) What pricing strategy and technique is commonly used by mobile phone organization.
2. a) Define Marketing also discuss evolution of marketing.  
b) Explain Buyer decision process.
3. a) Define Product Life Cycle and discuss its stages with examples.  
b) Explain in detail steps involve in Research Process.
4. a) Discuss in detail factors affecting pricing decisions.  
b) Describe the difference between Penetrating and Skimming Pricing Strategies. Give examples.
5. a) Describe the micro and macro role of marketing information system.  
b) Discuss in detail Personal Selling Process.
6. a) Define the nature and importance of Service Marketing.  
b) Describe types and importance of Wholesaler.
7. a) Explain the function of branding, labeling and packaging in product.  
b) Explain new product planning process.
8. Define any THREE of the following:
- (i) Functions of Middleman
  - (ii) Importance of Storage
  - (iii) Transportation
  - (iv) Advertising Plan
  - (v) Product Classification

## **Principles of Marketing**

**2016**

**Time: 3 Hours**

**(Private)**

**Max. Marks: 100**

NOTE: Attempt any five questions.

1. What is the difference between Marketing and Selling? Explain in detail Marketing Research Process.
2. Differentiate between Skimming and Penetrating Pricing. Describe the Marketing Information System.
3. Define Product Life Cycle. Explain in detail Buyer Decision Process.
4. Define the term Promotion. Explain in detail Classification of Product.
5. Define Advertising. What are the steps involve in Personal Selling.
6. What are the steps involve in New Product Planning Process.
7. Write short notes on any TWO of the following:
  - (i) Types of Wholesaler
  - (ii) Importance of Storage
  - (iii) Market Segmentation and Target marketing

## **Principles of Marketing**

**2015**

**Time: 3 Hours**

**(Regular)**

**Max. Marks: 100**

NOTE: 1) Attempt any five questions.

2) All questions carry equal marks.

1. Explain the steps involved in the development of an advertising plan.
2. Describe the consumer's decision process and each of its stages.
3. Explain the factors affecting price decisions.
4. Explain the steps involved in marketing research process in detail.
5. Describe in detail the controllable and uncontrollable factors of marketing environment in detail.
6. Explain the product life cycle. Support your answer with examples.
7. Write short notes on any TWO of the following:
  - (i) Types of Retailers
  - (ii) Goods Vs Services
  - (iii) Types of Promotion

## **Principles of Marketing**

**Time: 3 Hours**

**(Private)**

**2015**

**Max. Marks: 100**

NOTE: 1) Attempt any five questions. 2) All questions carry equal marks.

1. Define product planning. Explain in detail the different stages of Product life cycle (PLC).
2. Explain five differences between organizational and final consumer. Explain the Psychological characteristics of consumer in detail.
3. Differentiate between exploratory and conclusive research. Describe the stages of Marketing Research.
4. What are the steps involved in New Product Planning Process. Explain in detail.
5. Define Distribution Planning. Explain in detail the major considerations in selecting a channel of distribution.
6. What are the different types of promotion? Describe the channel of communication in detail.
7. Write notes on any two of the following:
  - (i) Types of Products
  - (ii) Advertising Plan
  - (iii) Factors affecting Pricing Decisions

## **Principles of Marketing**

**Time: 3 Hours**

**(Regular)**

**2014**

**Max. Marks: 100**

NOTE: 1) Attempt any five questions.

2) All questions carry equal marks.

1. a) Define Marketing and discuss Marketing Exchange Process in detail.
  - b) Explain with examples utilities that marketers can offer customers.
  - c) List the most common objectives of non-profit marketing.
2. a) Define Research and describe the data collection techniques used in Research.
  - b) Explain different steps involve in Marketing Research Process.
3. a) Discuss in detail factors that Influence Consumer buying behavior.
  - b) Describe how much product awareness affects the Consumer Decision Process? Give examples where necessary.
4. a) Discuss in detail different elements of the Marketing Environment.
  - b) Outline the process of developing a Marketing Strategy.
5. a) Describe the role and importance of Wholesaler in the Marketing Process.



- b) Describe in detail the nature and importance of retailing. Comments with real examples.
6. a) Define Advertising. Discuss in detail different types of Advertising. Support your answer with the help of examples.
- b) Explain different steps involve in Advertising Plan. Give examples where necessary.
7. a) Discuss the key elements of Marketing Mix.
- b) Define Product Life Cycle. Explain in detail different stages of PLC with the help of example and figure.
8. Write notes on any TWO of the following:
- (i) Skimming, Odd, Penetrating and Fixed Pricing
  - (ii) Types of Retailer
  - (iii) MIS
  - (iv) Role of Market Segmentation

## **Principles of Marketing**

**2014**

**Time: 3 Hours**

**(Private)**

**Max. Marks: 100**

NOTE: 1) Attempt any five questions.

2) All questions carry equal marks.

1. Explain in your own words the final consumer in decision process.
2. Discuss in detail the stages of a Product Life Cycle.
3. Explain the controllable and uncontrollable factors that influence the marketing environment.
4. Define advertising. Discuss the different steps involved in an advertising plan.
5. What are the factors that affect the pricing decision? Explain.
6. What do you understand by Marketing Research? Explain the steps of marketing Research Process.
7. Write notes on any TWO of the following:
  - (i) New Product Planning Process
  - (ii) Channel of Distribution
  - (iii) Difference between Marketing and Selling
  - (iv) Types of Promotion

# Principles of Marketing

2013

**Time: 3 Hours**

**(Regular)**

**Max. Marks: 100**

NOTE: 1) Attempt any five questions.

2) All questions carry equal marks.

1. a) "Marketing is Customer Oriented, while selling is Profit Oriented". Comments with examples?  
b) Differentiate Need, Want and Demand with examples.
2. a) Explain with examples the influence of customer, 'Life Style on purchase decision.  
b) Briefly describe impact of demographic factors on customer purchases. Give specific examples.
3. a) 'Marketing of services is quite different from Marketing of Goods'. Comments with real examples.  
b) Describe characteristics of Services.
4. a) Define Personal Selling and Sales Promotion.  
b) Explain different steps involve in Personal Selling Process, Give examples where necessary.
5. a) Describe various factors affecting Pricing Decision.  
b) Explain the steps involve in "Pricing Strategy". Give examples.
6. a) Describe important functions of Wholesaler and Retailer.  
b) Describe importance of 'Storage' in distribution function. Give examples of products in which storage plays an important role.
7. Differentiate between the following:
  - (i) Advertising and Publicity
  - (ii) Consumer Products and Industrial Products
  - (iii) Odd Pricing and Fixed Pricing
8. Write notes on any TWO of the following:
  - (i) Product Mix
  - (ii) Promotion Mix
  - (iii) Distribution Mix
  - (iv) Marketing Mix

## **Principles of Marketing**

**2013**

**Time: 3 Hours**

**(Private)**

**Max. Marks: 100**

NOTE: 1) Attempt any five questions.

2) All questions carry equal marks.

1. a) Define Marketing. How is it different from Selling?  
b) Explain different steps involve in marketing Strategy.
2. a) Define Goods, Services and Idea with examples.  
b) Explain different types of Consumer Products.
3. a) Define. Promotion Mix. Give examples of each element of promotion.  
b) Explain Personal Selling Plan with real examples.
4. a) Describe the role of Storage in Distribution System.  
b) Explain different Means of Transportation in distribution of goods.
5. a) Define Pricing and its distinct characteristic in Marketing Mix.  
b) Explain different steps involve in Pricing Strategy.
6. a) What is Consumer Demographics? How does it affect purchase decision?  
b) Describe Consumer Life Style and its influence on purchase decision.
7. a) Describe the role of information in marketing decision making.  
b) Explain different steps involve in Marketing Research Process.
8. Write notes on any TWO of the following:
  - (i) Product Mix
  - (ii) Characteristics of Services
  - (iii) Types of Industrial Products
  - (iv) Distribution Channels

## **Principles of Marketing**

**2012**

**Time: 3 Hours**

**(Regular)**

**Max. Marks: 100**

NOTE: 1) Attempt any five questions.

2) Support your answer with examples.

1. Describe a high involvement purchase you recently made in terms of each of the stages of consumer decision making process. Assume that you are going to purchase that same item again today. How might the stages be different this time?
2. Explain the controllable and uncontrollable environmental factors that influences an organization's marketing system
3. Explain the product life cycle in detail.
4. What are the specific decisions to be made in implementing a pricing strategy? Explain.
5. Define Communication. Describe the steps involved in process of Communication.
6. Explain the steps involved in new product planning process.
7. What are the steps involved in marketing research process. Elaborate your answer.
8. Write notes on any TWO of the following:
  - (i) Consumer demographics
  - (ii) Types of Products
  - (iii) Advertising

## **Principles of Marketing**

**2012**

**Time: 3 Hours**

**(Private)**

**Max. Marks: 100**

NOTE. 1) Attempt any FIVE questions.

2) All questions carry equal marks.

1. What are the characteristics of services that differentiate them from goods? Explain different type of Products.
2. Explain in detail the Social & Psychological factors that affect the consumer's decision making process.
3. What are the four types of brand designations? Explain the importance of, branding in detail.
4. Define Retailing. Explain how the different type of retailers can be categorized.
5. Compare & contrast advertising and publicity. Describe the steps involved in an advertising plan.
6. What is cost based pricing. Explain the factors affecting pricing decisions.
7. Explain the consumer's buying decision making process in detail.
8. Write notes on any TWO of the following:
  - (i) Product Life Cycle (PLC)
  - (ii) Environment of Marketing
  - (iii) Difference between Marketing and Selling

## Principles of Marketing

2011

**Time: 3 Hours**

**(Regular)**

**Max. Marks: 100**

NOTE: 1) Attempt FIVE questions in all Question No.1 is Compulsory.

2) Marks are indicated against each question.

1.) Marketing of Biscuits in Pakistan has been growing for the past few years. Today many brands like Tuc, Peanut, Zeera Plus, Bakery etc., with different flavors, quality and packages are available in the market. Previously this industry was targeting only to children but nowadays many brands like "Tuc" etc are targeting to youth as well.

Biscuits manufacturers have been using all marketing mix elements most effectively. Today the market is highly competitive and consumers are ultimately getting the benefit. Considering the above situation. Answer the following questions: (28)

- (I) Define the target market of Biscuits (in general)
  - (ii) Indicate any two brands of Biscuits present in growth stage of Product Life Cycle (PLC).
  - (iii) Indicate the distribution channel generally used by Biscuit manufacturers to deliver the product to final consumer.
  - (iv) Describe the promotion mix activities mainly used. Give examples of media and specific promotional techniques? Used by biscuits manufacturers.
2. a) Describe importance of middleman in marketing. (06)  
b) Describe the various function performed by Retailer for Producer and Consumer. (12)
  3. a) Describe the difference between Convenience and Specialty Products. Give examples. (08)  
b) Describe various stages of Product Life Cycle (PLC). (10)
  4. a) Describe difference between Advertising and Publicity. (08)  
b) Explain different steps involved In Personal Selling Plan. (10)
  5. a) What is Penetration Pricing when it is used give examples?  
b) Explain the steps involved in Pricing Strategy (12)
  6. a) Define Market Segmentation. Explain different methods of Segmentation. (09)  
b) Describe the Importance of Technological Environment in Present World. Give examples. (09)

7. a) Define Marketing. How is it different from Selling? (02)  
b) Briefly describe the Consumer Buying Process. (09) 8) Write short notes on any TWO of the following:

- (i) Research Process
- (ii) Product Mix
- (iii) Transportation & Storage
- (iv) Types of Wholesaler
- (v) Consumer life style

## **Principles of Marketing**

**2011**

**Time: 3 Hours**

**(Private)**

**Max. Marks: 100**

NOTE: 1) Attempt any FIVE questions.

2) Marks are indicated against each question.

1. a) Define Marketing Environment. (05)  
b) Explain with examples the role of Cultural, Technological and Social Environments on marketing activities. (15)
2. a) Define Retailer. Explain its importance in Marketing. (08) b) Describe different types of Retailers. Give examples. (12) 3. a) Describe the difference between Modification and Innovation.  
b) Explain with examples the Process of New Product Development. (15)
4. a) Define Publicity and Public Relation. (05)  
b) Explain with examples the Advertising Plan. (15)
5. a) Define Consumer 'Life Style'. (05)  
b) Give the technical definition of the following terms with examples. (15) (I)
  - Culture
  - (ii) Personality
  - (iii) Social Class
6. a) What is the difference between Demand-Based and Cost-Based Pricing? Give examples. (08)  
b) Explain Pricing Objectives and the importance of Pricing in the whole marketing function. (12)
7. a) Describe the difference between- Research and MIS. (05)

b) Explain the role of MIS in the present competitive marketing environment. Give examples.

(15)

8. Write short notes on any TWO of the following: (20)

(I) Shopping and Specialty Goods

(ii) Print and Electronic Media

(iii) Penetration and Skimming Pricing

(iv) Market Segmentation and Targeting

(v) Consumer and-Business Marketing

## **Principles of Marketing**

**2010**

**Time: 3 Hours**

**(Regular)**

**Max. Marks: 100**

NOTE: 1) Attempt any FIVE questions in all. Question No.1 is Compulsory.

2) Marks are indicated against each question.

1.) Communication industry in Pakistan has been growing very rapidly for the past few years many mobile connection provider like mobilink, telenor, ufone etc., have introduced different packages for customers and therefore today the market is highly competitive almost, every day we have been witnessing new, attractive and distinct marketing techniques from these organizations various packages and other services have been providing more satisfaction to customers considering the marketing activities of mobile connection, Providers in the present competitive scenario, answer the following questions: (28)

(i) Describe briefly the products of these organizations indicate the different levels of these products.

(ii) Describe the pricing strategies of these organization specifically indicates various pricing techniques.

(iii) Mobile connection providers have been using very effective marketing mix activities state their promotion mix activities in order of preference. Explain the advertising objectives, media selection and at least three sales promotion tools can we discuss the concept of publicity in this industry if yes. Discuss.

2. a) Explain in detail different, environment in which marketing operates. (09)

b) How can uncontrollable factors be controlled give any two examples from the market. (09)

3. a) Explain different types of products with examples. (07)

b) Describe the role of social factors in purchase decision. (11)

4. a) Define Distribution. (05)

- b) Explain in detail importance of distribution activities for both producer and final consumer. (13)
5. Explain the pricing strategy specifically used for high price products, support your answer with actual examples. (18)
6. a) Marketing Research is important for Decision Making. Discuss. (07)
- b) Explain in detail steps involve in Research Process. (11)
7. a) How is Personal Selling different from Advertising? (05) b) Discuss in detail. different steps in Advertising Plan. (13)
8. a) Why new products fail. (05)
- b) Describe steps involve in new products development process. (13)

## **Principles of Marketing**

**2010**

**Time: 3 Hours**

**(Private)**

**Max. Marks: 100**

NOTE: 1) Attempt any FIVE questions.

2) Marks are indicated against each question.

1. a) Define Marketing. (05)
- b) Explain in detail different factors which effect on Marketing Decision. (15)
2. a) Explain different kinds of product with examples. (10)
- b) Define product life cycle and explain different stages of PLC with the help of Fig. (10)
3. a) Define Middleman and its role in Business. (10)
- b) Briefly explain different means of distribution used in distribution function. (10) 4. a)
- What is the difference between Penetrating and Skimming Pricing. (10)
- b) Explain various steps used in pricing strategy. (10)
5. a) Define Research. (05)
- b) Explain with examples the steps involve in Research Process. (15)
6. a) Define Advertising. (05)
- b) Explain Personal Selling Plan Support your answer with the help of examples. (15)
7. a) Explain in detail consumer demographic factors which affect on consumer buying behaviour. (15)
- b) Define Market Segmentation. (05)



8. Write short notes on any TWO of the following: (20)

- (i) M.I.S
- (ii) Sales Promotion
- (iii) Types of Wholesalers
- (iv) Direct and Indirect Channels
- (v) Product Mix

## **Principles of Marketing**

**Time: 3 Hours**

**(Regular)**

**2009**

**Max. Marks: 100**

NOTE: 1) Attempt any FIVE questions in all. Question No.1 is Compulsory.

2) Marks are indicated against each question.

1.) Prices of most of the fast moving consumer goods (FMCGs) have been increasing rapidly for the past one year. There has been an increase of 20 to 60 percent in many FMCGs like soap, detergent, milk, tea, bread etc., Consumer have to purchase such essential items at higher price and are not satisfied. In such an inflationary situation, marketer has to change its strategy to provide some relive to their Customers Keeping in view the above situation suggest some changes in the following areas of marketing program:

(i) Product Strategies:

Changes in product development product mix and packaging

(ii) Prices:

Changes in pricing objective, Pricing Policy, strategy and implementation decisions.

(iii) Promotion:

Changes in promotion mix strategy which promotional told should be more emphasized and how?

2. a) Define different types of Consumer Products. Give two examples of each. (08)

b) Define Product Mix. How does it help in the development of Marketing Strategy? (10)

3. a) Define Market Segmentation. Briefly describe different methods of segmentation. (06)

b) How are Technological and Economic Environment currently affecting marketing decisions and activities? Explain with real examples. (12)

4. a) Define Promotion and Promotion Objectives. (06)

b) Explain Advertising Plan. Give examples, where necessary.

5. a) Explain the role of storage in overall distribution function of FMCGs. Support your answer with real examples. (08)

- b) Explain differentiate types of Wholesalers. Give examples of each from our market. (10)
6. a) Describe factors which affect Pricing Decision Indicate three important factors which have affected the prices of Consumer Products in our market. (08)
- b) Explain Pricing Strategy. Give real examples, where necessary. (10)
- 7.) Write short notes on any TWO of the following: (18)
- (i) Consumer Demographics
  - (ii) Marketing Information System
  - (iii) Sales. Promotion Tools
  - (iv) New Product Development Process
  - (v) Product Life Cycle

## **Principles of Marketing**

**Time: 3 Hours**

**(Private)**

**2009**

**Max. Marks: 100**

NOTE: 1) Attempt any FIVE questions.

2) Marks are indicated against each question.

1. a) Define Marketing. How is it different from Selling? (08)
  - b) Explain, with, examples, the impact of Technological and Legal Environments on marketing decisions and activities.
2. a) Define Market Segmentation and Target Marketing. (08)
  - b) How does life style affect on consumer purchase decision? Give examples. (12)
3. a) Define New product. List out different steps in the development of new product. (10)
  - b) Explain with examples, different stages in product life cycle.
4. a) Define Sales promotion and personal selling. Give at least three examples of products in each, largely depend on these promotional tools. (06)
  - b) Explain different steps in personal selling process. Give real examples, where necessary. (14)
5. a) Define Distribution. Briefly explain different means of transportation used in distribution function. (08)
  - b) Explain different types of Retailer. Give examples from our market. (12)
6. a) Define Pricing. List out factors affecting pricing decision. (08)
  - b) Explain different steps in the development of pricing strategy.
7. a) Define Marketing Research. Describe its role in the development of marketing strategy. (10)

b) Explain Marketing Information System with some practical examples. (10)

8.) Write short notes on any TWO of the following: (20)

- (i) Difference between Consumer and Industrial Products
- (ii) Difference between Advertising and Publicity
- (iii) Consumer Demographics
- (iv) Types and functions of Wholesalers
- (v) Promotion Planning

### **Principles of Marketing**

**Time: 3 Hours**

**(Regular)**

**2008**

**Max. Marks: 100**

NOTE: 1) Attempt any five questions in all. Question No.7 is compulsory.

- 1.) Describe the consumer's decision process and each of its stages. Support your answer with example.
- 2.) Define channel of distribution? Why do some firms consider the selection of channel of distribution to be their most important decision?
- 3.) Explain the environment of marketing.
- 4.) Define product Modification and Product Innovation. Explain the new product planning process.
- 5.) Distinguish among advertising, publicity, personal selling and sales promotion. Evaluate -the five methods of promotional budgeting.
- 6.) Write short notes on any TWO of the following:
  - (i) Product Mix
  - (ii) Consumer Demographics
  - (iii) Price Quality Association
- 7.) For each of the following describe tangible, augmented or extended and generic product.
  - (i) Automobile (ii) Designer Dress
  - (iii) Ticket to a movie (iv) Pen

### **Principles of Marketing**

**Time: 3 Hours**

**(Private)**

**2008**

**Max. Marks: 100**

NOTE: 1) Attempt any five questions in all.

- 1. Explain the environment of marketing.

2. Explain the four stages of Product Life Cycle in detail.
3. Explain the different steps involved in advertising planning process.
4. Describe the consumer decision process and each of its stages. Support your answer with example.
5. Explain the characteristics of a good and list five brand names that you think are good ones and five that are poor. Explain the reasoning behind your choice.
6. What are the different stages involved in marketing research process. Explain.
7. Write short notes on the following:
  - (i) Selling WS Marketing
  - (ii) Channel of distribution

## **Principles of Marketing**

**Time: 3 Hours**

**(Regular)**

**2007**

**Max. Marks: 100**

NOTE: Attempt any five questions in all. Question No.1 is compulsory. •

- 1.) Marketing of services is quite different from that of goods. Banks, hotel, hospital, airlines etc., have been concentrate; on their personal services than any other marketing tool for success. Customer satisfaction depends upon behavior of sales person, quality & efficiency of service and after sale facilities. Although some of the characteristics of services like perishability & variability are improved to a great extent, marketing of services is still more challenging than marketing of goods. Keeping in view the above situation, answer the following questions: (28)
  - (i) With the help of actual examples, distinguish marketing of services from that of goods,
  - (ii) Explain the promotional activities on which services organization heavily rely. Give examples from our market.
  - (iii) Marketing of our Government Bank and Government Education Institutions is not effective. Suggest some marketing strategies to these organizations to improve their performance.
2. a) What is Direct & Indirect Channels? Give examples of each.
  - b.)Retailing business has been growing very rapidly in our market. Explain the innovating steps taken in relating business in our market & the new method of promotional efforts. (10)
3. a) How is Sales Promotion coordinated with Advertising? Give examples of at least 7 sales promotional techniques from the market. (08)
  - b.)Explain various steps involve in Personal Selling Plan. (10)
4. a) Briefly explain the various factors affecting Pricing. Give actual example with each factor. (09)
  - b.)Explain with real examples, the situations when skinning and Penetration Pricing are used. (09)

5. a) Explain the role of Product Life Cycle in the development of marketing strategy. (12)  
b.) Give at least 3 examples of products present in each stage of PLC. (06)
6. a) What is MIS? Explain flow of information in an effective MIS.  
b.) Mention the marketing decisions, heavily relying on MIS.
- 7.) Write short notes on any TWO of the following: (18)
- (i) Marketing Research Process
  - (ii) Types of Retailers
  - (iii) Consumer Demographics
  - (iv) Promotion Planning

## Principles of Marketing

2007

**Time: 3 Hours**

**(Private)**

**Max. Marks: 100**

NOTE: Attempt any five questions in all. Question No.1 is compulsory.

1.) Marketing of Electronic Products (Specialty Goods) like TV, Radio, A.C, Refrigerator etc., have been growing quite rapidly in Pakistan for the past five years. Although these products are of high prices and customers are more quality and brand conscious, introduction of Chinese Electronic Products at lower prices created tough competition in the market. Prices of many products have come down and consumers are enjoying with different alternate products at very competitive prices. Keeping in view the above situation, answer the following questions: (26)

- (i) Describe at least 3 factors; which distinguish marketing of Electronic Products (specialty goods) with that of other products.
- (ii) Develop a 'Promotion Mix' (in order of preference), the electronic companies usually use. Give 2 actual examples in each promotional activity.
- (iii) Describe, how electronic companies convert their product into an "Augmented Product". Give actual examples.

2. a) Distinguish Advertising with that of Publicity. Give examples.

- b) Explain the "Promotion Planning Process". (09)

3. a) Define Distribution. How is it different from Transportation?

- b) Explain different "Means of Transportation" usually used in business. (09)

4. a) Define Price and Pricing. (04)

- b) Explain various steps involve in "Pricing Strategy". (10)

- c) Give 3 examples of brands having "Skimming Pricing" in the market. (04)

5. a) Describe the various types of "Consumer Products". Give examples of each. (09)

- b) Define "Product Mix". How the length, width and depth of product Mix are calculated.

(09)

6. a) Define Research. (05)

b) Explain various steps involve in "Research Process". Give examples where necessary.  
(13)

7.) Write short notes on any TWO of the following: (18)

(i) Consumer Life Style

(ii) Direct & Indirect Channels

(iii) Product Life Cycle

(iv) Types of Wholesalers

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