

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010; AFFILIATED COLLEGES
PRINCIPLES OF MARKETING BA (H) – 462
BS – IV

Date: December 24, 2010

Max Time: 3 Hrs

Max Marks: 60

Note: Attempt five in all, **Q7 is compulsory**

1. A. Identify the major variables that might be used in segmenting consumer markets. (6)
B. Explain the relationship between elements that constitute the marketing concept. (6)
2. A. Identify the differences among marketing, sales and advertizing (3)
B. Illustrate marketing research process (4)
C. How market analysts and researchers interpret data for consumption? (5)
3. A. What is the difference between brand equity and brand value? (4)
B. Describe why brand equity is important to the seller (4)
C. How we classifies the consumer products (4)
4. A. List *internal* and *external* factors affecting pricing decision. (4)
B. Point out various factors affecting consumer behavior? (4)
C. How target market selection is done? (4)
5. A. Explain certain types of competition faced by a company. (4)
B. What marketing strategies or program would you recommend to meet each type? (6)
C. How direct marketing differ from personal selling (2)
6. A. How would you go about investigating the feasibility of opening a canteen in your campus? (6)
B. Corruption comes in many forms. One of the most common in business is bribery. Are there any conditions in which bribery to obtain and / or to retain business would be ethical? (6)
7. Define any six. (12)
 - A. Buzz marketing
 - B. Non personal communication channel
 - C. Push promotion strategy
 - D. Marketing Intermediaries
 - E. Dumping
 - F. Value chain
 - G. Pilot study
 - H. Product line
 - I. Micro environment
 - J. Retailer

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KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2009: AFFILIATED COLLEGES
Principles of Marketing: BA (H)- 462
BS-IV

Four Years Program

Date: June 11, 2009.
Time Allowed: 3 Hours

Max: Marks: 60

Instructions: Attempt any five questions. All questions carry equal marks:

- 43
 16, Pg#403
- Q1-a Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer in return, Justify. (06)
- Q1-b Today most marketers realize that they don't want to connect with just any customers. Do you agree with this statement? Why? (06) *Customer selection management*
- Q2-a How companies maintain strategic fit between the organizational goals, capabilities and its changing marketing opportunities Explain? (06)
- Q2-b Explain BCG growth matrix. Which of the SBU in BCG is more profitable for firm? (06) *Stars and Cash cow*
- Q3-a Define Marketing Information System and further explain its component parts? (06) *86, 88 and 90*
- Q3-b Assume that you are a regional marketing manager for a cellular company. List at least three potential sources of internal data and discuss how these data would help you to create cellular company that provides greater value and satisfaction to customers. (06)
- Pg#271
- Q4-a What are price adjustment strategies? (06)
- Q4-b Discuss the difficulties an international company would encounter if it sets a uniform worldwide price for a commodity type product? (06)
- 363 Q5-a Define Advertising? Discuss why it is important to set advertising objectives. (06)
- 368 Q5-b Discuss major decisions involved in developing advertising program? (06)
- 34 Q6-a Define Integrated Marketing Communication. Discuss two problems that integrated marketing communication is designed to remedy. (06)
- 342 Q6-b Define marketing promotion mix. How companies set their promotion mix budget? (06)

Best of Luck!

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Q7 A book publisher has produced seven comparable text-books with the following costs:

Quantity produced (000):	1	2	4	5	7	9	13
Manufacturing costs (£000):	5	5.9	6.5	7.5	8	9.5	10.8

- Calculate the correlation coefficient for the association between quantity produced and manufacturing costs. Test it for significance at 5%.
 - Plot the data on a scatter diagram.
 - Calculate the regression line for predicting manufacturing costs from quantity produced, interpret its coefficients and add it to the scatter diagram.
 - Estimate how much of the variation in costs is accounted for by the model.
 - Predict the manufacturing costs of an eighth text-book which has an expected production run of 12,000 copies.
- Q8 Define a Time Series and discuss its main components with the help of diagrams. Explain in detail one method to find trend in a given time series.

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI

FINAL EXAMINATION, 2008 : AFFILIATED COLLEGES

Principles of Marketing : BA (H) - 462

BS - IV

Date : 23/12/2008

Time : 3 Hours

Max. Marks : 60

Attempt five questions, where Q-1 is compulsory

~~Q-1 (a)~~ Define marketing and outline the steps in marketing process, which of these 06 steps focuses on creating value for customers?

~~(b)~~ Comment on the statement " marketing is not simply the job of group of 03 people in the company who belongs to marketing department. Every member should function as a marketer"

~~(c)~~ Does there exist any relationship between " Customer Value and Customer 03 Satisfaction? Yes or.No? Justify your answer. *Yes*

mid term

~~Q-2 (a)~~ How does consumer markets differ from business markets? 04

100

Identify the stages involved in consumer buyer decision process, and explain 08 the different type of consumer buyer behaviors. ?

023

~~Q-3 (a)~~ Identify and explain the different sources that companies can use to find and 04 develop new product ideas. *idea screening concept development marketing strategy development*

~~(b)~~ List down the steps involved in the new product development process. 02

247, 277

Define Price and Dynamic pricing and compare Cost-Based Pricing with 06 Value-Based Pricing.

1404

What is product? Define. Give two examples of tangible products and two 02 examples of intangible products.

148

Describe the role of Product packaging, labeling and product support service. 05

all

Briefly explain the four characteristics that affect the marketing of services. 05

Q-4

List and briefly discuss the marketing channel functions that involve 06

- Creating and completing transactions
- Fulfilling completed transactions

Which distribution strategy-intensive, selective or exclusive you will use for 03 the following products:

- ex* (a) Rolex Watches (b) *intens* Suzuki Cars (c) Lays Chips

What is meant by channel conflict? How horizontal conflict is different from 03 Vertical conflict?

Q-5 Write short note on the following: (any six)

1. Marketing Research
2. Price Floor and Price Ceiling
3. Brand Equity
4. Communication Mix
5. Product Positioning
6. Customer Lifetime Value and Customer Equity
7. Segmented Marketing

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI

FINAL EXAMINATION, DECEMBER-2007 : AFFILIATED COLLEGES
PRINCIPLES OF MARKETING : BA (P) - 422
BBA - IV

Date : December , 2007
Max. Marks : 60

Time : 3 Hours

Instructions : Attempt any five of the following questions. All questions carry equal marks.

- ✓ Q.No.1. Discuss the scope of marketing and its importance in the present day business environment.
- ✓ Q.No.2.(a). Why do organizations need marketing planning? Explain critically.
(b). What is a SWOT analysis when applied to marketing operations? Give Examples
- ✓ Q.No.3.(a). What is the concept and meaning of segmenting markets?
(b). How can market segmentation influence decision making about the marketing mix?
- ✓ Q.No.4. What effect the Product Life Cycle have on the advertising a company employs?
- ✓ Q.No.5. In the process of marketing communication developing effective communication involves a number of steps. In this connection you are required to discuss briefly the following steps:
(a) Identify the Target Audience.
(b) Determining the communication objectives.
- Q.No.6. (a). Why is marketing in an international context more complex than in domestic market? Explain clearly. Also give example.

OR

To what extent do you think that internationalization is essential for today's organizations?

GOOD LUCK

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, DECEMBER 2006: AFFILIATED COLLEGES
PRINCIPLES OF MARKETING: BA (P) – 422
BBA – IV

Time: 3 hours
Date: 19, Dec, 2006

Max Marks: 60

Instructions: Attempt any five questions.

- Q.1. What are core marketing concepts. Describe their interrelationship and explain the logic behind such interrelationship.
- Q.2. What is meant by strategic planning. Briefly describe the various steps in strategic planning process.
- Q.3. What do you mean by market segmentation. Differentiate between geographic and demographic segmentation.
- Q.4. What marketing strategies are to be followed in different stages of product life cycle. Comment whether all products necessarily go through the various lifecycle stages.
- Q.5. Write notes on any two of the following:
a. Setting the advertising objectives
b. Deciding on the advertising budget
c. Choosing the advertising message
- Q.6. How is marketing program for international markets developed. How do the firms adapt the marketing mix elements while formulating such a program.

GOOD LUCK

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, SPRING, 2006 : AFFILIATED COLLEGES
PRINCIPLES OF MARKETING : BA (P) - 422

BBA -IV



Time : 3 Hours
Date : 08 June, 2006

Max. Marks : 60

Instructions: Attempt any Five Questions

- Q.1.(a). What is meant by "Marketing Concepts". Give atleast two definitions of marketing. (6)
- Q.1.(b). What is meant by the description of marketing as an "Exchange Process"? Discuss with examples. (6)
- Q.2.(a). What is the need of segmenting markets? Discuss. (4)
- Q.2.(b). Briefly discuss:
I. Psychographic segmentation
II. Behavioral segmentation (8)
- Q.3. There are three broad approaches available of targeting the market. Discuss clearly. (12)
- Q.4.(a). Why is marketing research an essential tool for marketing manager? (6)
- Q.4.(b). What is the difference between "Primary" and "Secondary" research. (6)
- Q. 5.(a). Define Advertising and discuss its importance in marketing. (4)
- Q. 5.(b). Distinguish between the meaning of:
(i) Personal selling (ii) Sales Promotion
(iii) Public Relationing and (iv) Publicity (8)
- Q.6.(a). What is the meaning of International Marketing? Is Global Marketing different from International Marketing ? (6)
- Q.6.(b). Explain the meaning of the following:
(i) Direct Export
(ii) Direct investment (6)