

KARCHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JULY 2010: AFFILIATED COLLEGES
INTRODUCTION TO MARKETING BA (M) – 452
MBA – II

Date: July 12, 2010

Max Time: 3 Hrs

Max Marks: 60

Note: Attempt five questions in all, where Q-1 is compulsory

- Q-1(a) Define marketing? Why it is important for a marketer to understand the marketer correctly? 06
- (b) There are five competing concepts under which a business can choose to conduct their marketing activities, what are those concepts? Explain. Which concept should be used by a company whose customers are value maxi misers? Why? 06
- Q-2(a) What is meant by Portfolio Analysis? What it is used for? What are the different tools which can be used for analyzing a business Portfolio? 06
- (b) Discuss the importance of SWOT analysis from a marketing manager's point of view. Should it be one time activity or an ongoing process? Explain 06
- Q-3(a) Briefly explains "marketing information system", and highlight the importance of valid, reliable and current information from a marketing manager's point of view 06
- (b) Identify and briefly explain the steps involved in the marketing research process. 06
- Q-4(a) Comment on the statement "marketing segmentation is customer oriented, thus it is consisted with marketing concept" 03
- (b) Briefly explain the steps involved in market segmentation 03
- (c) Describe the various levels of market segmentation 06
- Q-5(a) Compare and contrast consumer markets with business markets 06
- (b) A company that wants to go international can use different ways to enter into the foreign markets. Discuss the five modes of entry into foreign markets. 06
- Q-6 Write shorts notes on the following (any four) 12
1. promotion mix
 2. marketing mix
 3. product orient and market orient mission statement
 4. demand management
 5. Customer value and satisfaction
 6. Consumer buying behaviors

KARCHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, DECEMBER 2009: AFFILIATED COLLEGES
INTRDUCTION TO MARKETING BA (M) – 452
MBA – II

Date: January 07, 2010

Max Time: 3 Hrs

Max Marks: 60

1. Some of the terms have been defined for you – you are required to recognize them and down the correct terms for each definition. (05)
- eg. Q1. ‘The process of putting thoughts into symbolic form
Answer; Encoding’
- i. Paid form of no personal presentation and promotion of ideas, goods or service by an identified sponsor.
 - ii. The activities of designing and producing the container or wrapper for a product
 - iii. Activity or benefit that one party can offer to another that is essentially intangible and does not result on the ownership of anything.
 - iv. A market-coverage strategy in which a firm decides to target several market segments and designs separate offers for each.
 - v. Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers.
2. Give very brief and specific answer to the following questions: (15)
Note: you will not be marked for how much you have written but on how strongly you have supported your arguments.
- i. What strategy would best suit if you intend to increase the share of an existing product in the existing market?
 - ii. How would you define Product Life Cycle (PLC) support your answer with appropriate illustration?
 - iii. What do you understand by the term Product mix?
 - iv. What are the tangible and intangible qualities of Products?
 - v. What are the some of the key competitive strategies for market leaders and followers?
3. Give detail but strictly relevant answer to any FIVE of the following (40)
- i. What are the elements of the marketing mix? Into what four categories are they traditionally grouped? Can these categories be further subdivided? What are their limitations?
 - ii. What are the differences between marketing objectives and marketing strategies? What should marketing strategies cover?
 - iii. What are the differences between segmentation, market targeting, and brand positioning? How does each work?
 - iv. What are the main stages of the marketing research process?
 - v. What are the major elements involved in marking a Product Line Decision?
 - vi. Discuss the steps involved in developing an effective integrated communication and promotion program.

KARCHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE & JULY 2009: AFFILIATED COLLEGES
INTRODUCTION TO MARKETING BA (M) – 452
MBA – II

Date: June 25, 2009
Max Time: 3 Hours

Max Marks: 60

Instructions: Attempt all questions.

SHORT ANSWER QUESTIONS

2.5 marks each

Give brief answers to the following questions. All questions carry equal marks.

1. What is the difference between the production concept and the product concept?
2. List down the five personal factors that influence a buyer's decision process.
3. Differentiate between mass marketing and the niche marketing.
4. Name the four special service characteristics that are considered when designing marketing programs.
5. Define Product Life Cycle (PLC) and illustrate graphically.
6. What do you understand by Push and Pull strategy?
7. What is the concept of Direct Marketing?
8. What are the five major promotion tools that make up the promotion mix?

DESCRIPTIVE ANSWER QUESTIONS

6 marks each

Give detailed answers to the following questions. Support with examples. All questions carry equal marks.

1. Discuss the four P's of Marketing Mix framework. Do you think this framework is readily applicable to the service industry? Yes or No. Justify your answer.
2. Elaborate the steps that are involved in that Marketing Research Process. Also highlight the importance of research of marketing.
3. Explain the four major Brand Decisions that are involved in building a strong brand.
4. What is the rationale of using intermediaries in the distribution channel? What specific functions can intermediaries undertake that are of benefit to the manufacturer?

ANALYTICAL ANSWER QUESTIONS

8 marks each

Read the following situational questions and give explanatory answers based on your understanding of the subject.

1. Imagine your younger brother has just completed his intermediate exams and is waiting for his results. You have been given the responsibility by your parents to help him choose an appropriate college for his BBA degree. Discuss how as a consumer you would go through the buyer decision process when choosing the right college for him.
2. You are the assistant marketing manager of a well-reputed cola manufacturing company. Recently, you have been assigned the task of designing the ad campaign for the market launch of a new diet drink THE NILL. Discuss the major steps that you would take in selecting the appropriate advertising media.

KARCHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION: AFFILIATED COLLEGES
INTRODUCTION TO MARKETING BA (M) – 452
MBA – II

Date: January 13, 2009
Max Time: 3 Hours

Max Marks: 60

Instructions: Attempt five questions, where Q-1 is compulsory

- Q-1 (a) What does the term “Marketing” mean? Briefly explain 04
- (b) Marketing management can be guided by five different philosophies. Identify and explain the philosophies. 05
- (c) Define “exchange” and list down the conditions, which must exist for an exchange to take place. 03
- Q-2 (a) what do you understand by the term “Business Portfolio” and Portfolio Evaluation? Explain and also identify the two best known business portfolio evaluation models. 06
- (b) What does “strategic planning Gap” mean? List and briefly explain the different strategies, which can be used by company to fill the gap. 06
- Q-3 (a) Define MIS, and briefly explain how is marketing research different from marketing intelligence? 03
- (b) Assel distinguished four types of consumers buying based on the degree of buyer involvement and the degree of difference among brands. Identify and explain the four types of buying behavior. 04
- (c) Describe the five-stage model Consumer Buying Process. 05
- Q-4 (a) Define product, consumer goods and industrial goods 03
- (b) Discuss the important of product packing, labeling and branding in determining success of a product. 05
- (c) Describe the four characteristics that affect the marketing of a service. 04
- Q-5 (a) From the market’s point of view discuss the importance of environmental analysis... 06
- (b) Explain why companies use “Distribution Channels”? Identify the functions that these channels perform? 06
- Q-6 Write short notes on the following
1. Push and Pull Strategy
 2. Elastic and Inelastic Demand
 3. Derived Demand
 4. Product Life Cycle
 5. Niche Marketing
 6. Customer Value
 7. Marketing Management

KARCHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE – JULY 2008: AFFILIATED COLLEGES
INTRODUCTION TO MARKETING BA (M) – 452
MBA – II

Date: June 27, 2008

Max Marks: 60

Max Time: 3 Hours

Instructions: Attempt five questions, where Q-1 is compulsory

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|---------|--|----|
| Q-1 (a) | Define marketing and marketing management, and discuss the core concepts of marketing. | 08 |
| (b) | Do all companies need to practice the marketing concept? Could you cite companies that do not need this orientation? Which companies need it most? | 04 |
| Q-2 (a) | What is the meaning of “market-oriented strategic planning”? | 04 |
| (b) | Identify and briefly explain various steps of business unit strategic planning processes. | 06 |
| (c) | List down the contents of a marketing plan. | 02 |
| Q-3 (a) | Comment on the statement “Most companies of today are switching from practicing mass marketing to practicing target marketing. | 04 |
| (b) | Briefly explain the three steps of target marketing. | 03 |
| (c) | List and explain the major levels of market segmentation. | 05 |
| Q-4 (a) | Discuss the importance of “information” to a modern company | 04 |
| (b) | Identify and explain the different steps of marketing research process | 06 |
| (c) | Differentiate between the following: <ul style="list-style-type: none">• Primary and secondary data• Simple random sample and stratified random sample | 02 |
| Q-5 (a) | What is a Product Life Cycle? What are its different stages? Explain. | 06 |
| (b) | In what ways does Advertising differs from sales Promotion? How are sales promotion decisions made? Explain | 06 |
| Q-6 | Write short notes on the following: (any six) | 12 |
| | <ol style="list-style-type: none">1. product Positioning2. Media Fragmentation3. Buying Center4. Push and Pull Strategy5. Consumerism6. Unique Selling Proposition7. Intensive and Integrative Growth Strategies | |

KARCHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JANUARY 2008: AFFILIATED COLLEGES
INTRODUCTION TO MARKETING BA (M) – 452
MBA – II

Date: January 17, 2008
Max Time: 3 Hours

Max Marks: 60

Instructions: Attempt five questions from the following questions.

Q.No.1 Discuss what you understand by the following concept of marketing management. (12 Marks)

- a) The Product Concept
- b) The Selling Concept
- c) The Marketing Concept

Q.No.2 Explain clearly (12 Marks)

- a) The four P's of marketing mix
- b) The seven P's of the service marketing mix. Explain the reasons for adding three marketing mix elements in case of service products.

Q.No.3 (a) In what major ways does the behavioral segmentation differ from the other methods? Outline the variables that can be used in behavioral segmentation. (06 Marks)

- (b) Why is psychological segmentation so difficult and so risky to do? (06 Marks)

Q.No.4 (a) Discuss the role of advertising in the promotional mix (04 Marks)

- (b) What is the difference between products advertising and institutional advertising? Please explain clearly. (08 Marks)

Q.No.5 (a) What is personal selling and how does it differ from other elements of promotional mix? (04 Marks)

- (b) How the performance of sales people can be evaluated? (04 Marks)

Q.No.6 Deciding how to enter an international market by any organization is very important? In this regard please discuss different modes of entry in a foreign market as well as their comparative advantages. (12 Marks)

KARCHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION: AFFILIATED COLLEGES
INTRODUCTION TO MARKETING BA (M) – 452
MBA – II

Max Time: 3 Hours
Max Marks: 60

Date: December 27, 2006

Instructions: Attempt five questions.

- Q.No.1 Describe the role of strategic planning as a part of the marketing process relate your discussion to company's business missions, objectives and goals.
- Q.No.2 Differentiate between observational research survey research and experimental research. In which situations is each of these considered appropriate?
- Q.No.3 how do personal psychological factors affect consumer buying behavior? Elaborate your answer outlining various sub sectors that affect the above two main categories.
- Q.No.4 What are the different levels at which market segmentation can be applied. How do local marketing and individual marketing fit into this exercise?
- Q.No.5 An effective communication program goes through different steps. Briefly describe the various steps involved.
- Q.No.6 Many tools can be used to accomplish sales promotion objectives. Elaborate in terms of consumer, trade and business promotion tools.
- Q.No.7 Write notes on
1. Undifferentiated Marketing
 2. Differentiated Marketing
 3. Concentrated Marketing

What purpose does each of these serve?

GOOD LUCK

KARCHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION spring - 2006: AFFILIATED COLLEGES
INTRODUCTION TO MARKETING BA (M) – 542
MBA – II

Date: June 24, 2006
Max Marks: 60

Max Time: 3 Hours

INSTRUCTIONS:

- 1) Attempt any six questions. Q.1 and Q.2 are compulsory.
 - 2) All questions carry equal marks.
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- Q.No.1 (a) Define marketing.
(b) What are the core concepts of marketing? Briefly explain.
- Q.No.2 Define the four basic concepts which have been evolved to arrive at the current marketing management process, also give details of each.
- Q.No.3 Differentiate between products and institutional advertising. Under what conditions will they be used?
- Q.No.4 What is marketing research? Why it is conducted? Briefly explain marketing research process.
- Q.No.5 (a) Define Marketing Mix.
(b) Explain the elements of marketing mix with examples.
- Q.No.6 (a) Why do marketers segment markets? Briefly explain.
(b) Suppose if you are a marketing professional and you have to segment a given market, what different basis you can use to segment the market? Explain.
- Q.No.7 (a) Briefly explain Marketing Communicator, Mix.
(b) Explain in your own words the different tools of promotion a firm can use to pursue its advertising and marketing objectives.
- Q.No.8 (a) List and briefly explain the different methods a firm can use to enter international markets.
(b) If you are a marketing manager in a firm (assume that the firm is recently dealing in domestic markets only) and the new assignment given to you is to enter into international markets. What different factors you would consider before going global.