

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

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

Date: July 7, 2017

Max Time: 100 Mins

Max Marks: 40

INSTRUCTION:

- 1. Attempt any 4 questions. Do not write anything on the question paper, EXCEPT the initials mentioned above.**
- 2. Mobile phone or any 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** Explain the marketing strategies that can be adopted by a marketer during the maturity and the decline stage of product life cycle with example.
- Q2** Explain and design direct and indirect marketing channels
- Q3** Describe the factors influencing consumer buying behavior. Select any TWO factors and discuss how marketing of consumer goods in Pakistan should pay close attention towards these factors. Give examples
- Q4** Differentiate the following:
- | | |
|----|--|
| a) | Push and Pull Strategy |
| b) | Brand Extension and Line Extension |
| c) | Complex Buying Behavior and Variety Seeking Behavior |
- Q5** Briefly define **any five** of the following terms:
- | | | | |
|----|---------------------|----|---------------|
| a) | Needs and Wants | e) | Value Pricing |
| b) | Micro Environment | f) | S.B.U |
| c) | Product Positioning | g) | Promotion |
| d) | Core Product | | |

END OF SUBJECTIVE PAPER