

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN
ACT OF CHEATING**

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2017; AFFILIATED COLLEGE
INTRODUCTION TO MARKETING; BA (M)-542
MBA-II**

Date: July 8, 2017

Max Time: 2 Hrs

Max Marks: 60

INSTRUCTIONS:

- 1. Attempt any 4 questions. Do not write anything on the question paper.**
- 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 How can marketing of services be different from marketing of tangible products? Briefly explain.
- Q2 Write a note on controllable and uncontrollable elements of marketing environment.
- Q3 Briefly discuss the steps of marketing research process.
- Q4 What are the different modes of entry for international marketing managers?
- Q5 How advertising campaigns are developed & advertising media are selected?
- Q6 Describe the roles that marketing channels & logistics play in marketing strategy.
- Q7 What do you mean by proactive & reactive approach & discuss how companies can react to the marketing managers?
- Q8 Write short notes on **any 2** of the following:
1. Micro Marketing
 2. Production Concept
 3. The Marketing Concept
 4. The Product Life Cycle Stages
 5. Sales Promotion

END OF SUBJECTIVE PAPER