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Section: BS SE 3 A

Instruction/Notes: Attempt all questions.

1. What are the decisions a marketing researcher needs to make related to data sources, sampling plan, and research instruments? (10 Marks) (LO: 02; BT: Apply)

\* Decisions Related to Data Sources: (10)  
 - Marketing researchers need to start from secondary data sources which is already available data (gathered for another purpose) and is cheap.  
 - Then they must move towards primary data sources which is specialised, freshly gathered data for that project.

\* Decisions Related to Sampling Plan  
 - From a particular geographical area, particular people are in a defined category (called sample unit) are identified (e.g. People aged 18 to 30 who smoke in Lahore)  
 - From these selected ones, further reduction is done, (fewer sample selected) called sample size. Results will be extrapolated from them (e.g. out of 200 who smoke, 50 are chosen)  
 - sampling procedure is probability or non-probability sampling is chosen, and applied to this sample frame.  
 - Probability sampling is for conclusive research, non-probability sampling is for exploratory research.

\* Decisions For Research Instruments  
 - 3 types may be used:  
 ① Questionnaire: contains closed-ended or open-ended questions with Likert scales as options  
 ② Qualitative Techniques: where questionnaire answers don't match consumer actions, a series of projective techniques (psychological tests, role play, word associations)

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③ Mechanical Devices: consumers may be handed prototypes and their eye movements, heart rate, brain scan is monitored to see their reaction.



2. Please explain how changes in the demographic and economic environments affect marketing. Please provide two examples from Pakistan. (10 Marks) (LO: 02; BT: Apply)

### Changes in Demography

- As population size is increasing rapidly over Pakistan, globally, various opportunities emerge for marketers. For instance, Pakistan's population of babies, infants, toddlers is rapidly increasing hence diapers, baby items, toys market thrives here. 6
- Different ethnic groups in countries also pose opportunities to marketers. e.g. Hispanics form a large (9%) of America hence are catered to in marketing programs.
- Educational levels vary from place to place. Currently, America has one of the highest college-educated youth rate hence has most demand of jobs, highly skilled work.
- Family ~~levels~~ types also dictate marketing. e.g. single parents may require smaller, inexpensive apartments.

Example 2

(e.g. Elan)

### Changes in Economy

- As inflation is on the rise (coupled with currency devaluation in Pakistan, luxury brands will not survive here in the very near future. ~~increasing~~ Their markets will suffer, because disposable incomes will decrease in Pakistan.
- Overall, economic changes include;
  - income distribution of an area e.g. Portugal has one of the highest class divides & Lamborghini's main ~~large~~ buyers are from here
  - consumer attitude towards saving e.g. Pakistanis generally save for children's education, buying houses ~~hence many~~
  - debt and borrowing power e.g. American students have to pay large student loans

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- disposable income / spendable income: money left over after spending on basic necessities decreasing their purchasing power.



What is subculture? Describe at least two subcultures to which you belong and identify any reference groups that might influence your consumption behavior. (10 Marks) (LO: 02; BT: Understand, Apply)

subculture is a part of a culture with its own characteristic set of perceptions, preferences, values. e.g. (Pakistani culture has subculture Sindhi)

These may include:

- Kashmiri
- Punjabi

Both are notorious for being overweight and Foodies. (characteristic of subculture)  
↓  
having a love for food.

### \* Reference groups

#### ① Primary

Both groups hold a level of influence over our decision making. e.g. Parents dictate what clothes, food, housing should be provided and friends influence your general preferences e.g. taste in makeup.

include those with whom we share the most interaction & informality i.e. Friends and Family

#### ② Secondary

include those we don't see frequently and share formal ties with such as professional groups.

\* People are also influenced by groups they don't belong to:

→ Aspirational groups: (hope to belong here)  
e.g. people may want to look cool and rich, so marketers exploit this need

→ Dissociative groups: (rejected groups)  
e.g. people dislike extremist ideas of TLP, and do not support PMLN.