

## Marketing Management (MG1002)

Date: February 29<sup>th</sup>, 2024

Course Instructor(s)

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## Sessional-I Exam

Total Time: 1 Hour

Total Marks: 30

Total Questions: 03

Program/Sections: BBA  
(All Sections), BSE-4A

Semester: SP-2024

Campus: Lahore

Dept: Management  
Sciences

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CLO # 1: Develop insightful understanding of each of the four elements of classical marketing mix.  
(BT: Remember, Understand)

Q1: Provide short answers.

Part A: What are the different dimensions of Holistic Marketing that companies might utilize?  
Explain by giving a practical example.

[5 marks]

- (A) Holistic Marketing utilize the full breadth of market expectations & the intrinsic economic values attached to generating effective economical returns using various dimensions of marketing. These dimensions are:
- (i) Relationship Marketing: establishing connection between ~~the~~ product & customer eg Coca Cola's strategy of incorporating family values & traditions & social cohesion through their soft drink products.
  - (ii) Internal Marketing: establishing strategy within internal markets & subsidiaries eg Coca Cola's various franchises & alignment of products which are seen across various locations with own advertising & products.
  - (iii) Integrated Marketing: establishes network based strategies to integrate a company's products with its consumers eg Coca Cola issued advertisements various products to fully integrate itself within the market.
  - (iv) Social Responsibility Marketing: establishes certain values & assertions making it more favourable for the public eg Coca Cola's vision of ensuring safe consumption of soft drinks & beverages, promoting trust & visionary innuendo.



Part B: Briefly explain, with practical examples, the decisions marketers have to make for Data Sources and Research Approaches while developing a Marketing Research Plan. [5 marks]

(A) In the Development of a Marketing Research Plan, marketers have to formulate, plan, execute, analyze, present & conclude on a specific research plan to allow companies to prosper & make adequate evolutionary products & decisions. When deciding on certain aspects marketers have to see which approaches best suit the plan.

[1] For Data Sources, marketers decide between:

(1) Primary Sources: First- set of precedent source used in evaluating decision  
eg Public records of IBM stock shares & information of new releases determine value of new product & popularity.

(2) Secondary Sources: Second set of precedent source used in evaluating decision.  
eg Newspaper clippings & public archive of IBM give relevant information about trends & popularity.

[2] For Research Approaches & marketers decide between:

(1) Observation: observing the environment eg observing trend of new IBM computer product

(2) Interview: Interview stakeholders for opinions eg interview the GM of IBM about the validity & satisfaction of deploying new products.

(3) Questionnaires: used to gather qualitative data eg sending a questionnaire out for seeing the public reaction to new IBM computer products in the new market.

Part C: Summarize each of the three sources for developing Marketing Information System.

(A) Sources of developing Marketing Information System.

[5 marks]

(i) Synthesized Marketing System: Systems which are created in gathering information about a collection of Company products & incentivised goods & records eg A general system of records of the <sup>Fortune 500</sup> ~~ISP-500~~ companies related to technology.

(ii) Custom Marketing system: Systems which are created by a specific company to gather information of the company's product & incentivised goods & records eg IBM archive of IBM product, sale, stock share, trend etc.

(iii) Centralized Database system & Entries: These systems collect information of a centralized ~~prova~~ version of each companies each containing valuable information needed for developing a Marketing Information System.  
for eg NASDAQ



**CLO # 2:** Develop insightful understanding of each of the four elements of classical marketing mix;  
(BT: Understand, Apply)

**Q2: Scenario for Question 2:**

Buksh Group is more reputed for its flagship retail stores across Lahore but the group is a lot more than just retail stores. Since its launch in 2001, they ventured into new avenues with the aim of increasing group overall revenue. So far, the timeline of their ventures is as follows:

- I. **2001:** Started operations as Buksh Group with two HKB stores after separating a decades old family business
- II. **2004:** Launched franchised operations of Swatch watches, Jaguar and Range Rover automobile brands in Pakistan
- III. **2006:** Launched HKB Express - chain of small retail stores mainly focusing on grocery items
- IV. **2007:** Launched Buksh Energy - a company focusing on alternate energy products and services
- V. **2007:** Opened first HKB store in Islamabad
- VI. **2009:** Acquired AB Traders - distributor-supplier for different food products and brands in HKB Stores

**Part A:** Briefly explain each of the ventures by Buksh Group (from I to VI) using the 'Strategic Planning Gap'. State which part of the strategic planning gap it belongs; also, briefly give the reason for your choice for all the ventures.

[15 marks]

(A) The Buksh Group in an attempt of establishing a retail conglomerate allowed new opportunities & strategies to be employed in creating their line of products & assortment of items to be popular throughout the country. This attempt of long term execution of a strategic endeavour aimed at establishing new ventures for capital gain is called 'Strategic Planning Gap'. Each venture falls in a particular category which when examined issues a blue print of ideas & strategies.

[I] 2001: The Buksh Group began with the establishment of two new HKB stores after dissolving an old family business. This is seen as an attempt to consolidate new ventures by accumulating new capital to invest & produce new form of business unit. This particular plan falls into the 'Divulge & Invest' category for the above reason.