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National University of Computer and Emerging Sciences, Lahore Campus				
	Course Name:	Marketing Management	Course Code:	MG1002
	Program:	BSE	Semester:	Spring 2024
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	Paper Date:	20th February, 2024	Weight:	
	Section:	BSE-4A	Page(s):	1
	Exam Type:	Quiz 1		
Student : Nam		Roll No.		
Instruction/Notes				

Question no 1: Define the four types of key customer markets with examples. (5)

(LO1, BT Remember, Apply)

Question no 2: Explain the holistic marketing concept with example. (5)

(LO1, BT Remember, Apply)

Q#1) CUSTOMER MARKETS

The four type of key customer markets are as follows. The first and the main type is **Physical Market** places where customer can visit their outlets and see stuff and buy what they would like to buy. For Example Emporium mall has an outlet of ONE where customer can buy. **Governmental Non Profit Organizations**: Another consumer market is governmental organizations that serve as a market place for customer for example State Bank. **Global Markets**: Global Markets are the consumer markets that distribute things world wide their branch is not limited to one country For Example KFC. **Business Markets**: like Fast Uni to promote

(Q2) HOLISTIC MARKETING

The Holistic marketing concept means to apply all type of marketing strategies including Production, Product, Selling ect. It includes 4 marketing to achieve success

1) Integrated 2) Performance 3) Internal 4) Relationship

Internal Marketing is the process of alligning the Employees of the business with the purpose of the business. keeping the Staff onboard is really important for a business to succeed. For Example: An Airline company should keep its Staff allign of all departements on their main purpose to serve customer so that food departement as well as cleaning departement also do the same.

Relationship Marketing: is the process of building long term relationship with customer so that customer who once bought your product should come again. For Example Apple has a unique and strong relationship with its customers which has created it into an iconic brand.

Performance Marketing: It focus on the Environmental impact of the business as customer want responsible business.

Integrated: use different channels to promote Their business.