National University of Computer and Emerging Sciences
Lahore Campus

Marketing Management (MG 1002)

Sessional-II Exam

Date: April 4, 2024

Course Instructor(s)

Ms. Beenish Arshad and Ms. Irma Tariq

Program: BS BA A and B, BS SE-4A

Total Time (Hrs):	1
Total Marks:	40
Total Questions:	2

221-2505   SE 4A   _HS_

Roll No   Section   Student Signature

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Attempt all the questions.

CLO # 2: Critically evaluate the main strategies of organizations and brands and should be able to think in terms of marketing mix   (BT: Remember, Understand)

Q1: Explain the role of social and personal factors in influencing consumer behavior. In your answer, you have to explain different types of sub-factors in each category and give relevant examples
[15 marks]

CLO # 4: Develop and present a marketing plan and defend their strategy based on given contextual factors   (BT: Remember, Understand)

Q2: Q2: An automobile company wants to launch an affordable car that fulfills customers' day-to-day travel needs. The company has planned to launch its first budget variant that is a small car with a reasonable fuel efficiency and low maintenance costs. The potential customers can be working professionals, families, and parents who are seeking budget-friendly cars for their kids who travel to university. Initially, the company wants to launch its first variant in Lahore, Pakistan. Given this scenario:

    i)   Explain the concepts of market segmentation and targeting   **[10 marks]**

    ii)   Describe and explain in detail the **types** of market segmentation that can be used in this scenario.   **[15 marks]**