



Bahria University – Islamabad Campus
Department of Management Studies
Final Term Examination

Class & Sections: BS (A&F)-1(A&B)
Semester: Spring 2020
Paper Type: Subjective

Course: Principles of Marketing

Code: MKT 110

Teachers Names: Dr. M. Majid Mahmood Bagram / Dr. Aqeel Shahzad

Time Allowed: 8 Hours

Date: 9th July 2020

Max Marks: 50

Time: 11am to 7pm

INSTRUCTIONS

- i. All questions are compulsory.
- ii. There are total five questions.

Q.1:

Prior to the Coronavirus outbreak, we continued to see businesses favour traditional, expensive, and hard to measure marketing channels. For instance, radio and print advertising. The COVID-19 has forced many businesses to shift strategies and allocate all possible resources to targeting their audience online. Keeping in view these new circumstances, critically discuss the significance of pull and push strategy in marketing.

(Marks 10)

Q.2:

Imagine you are a resident of Rawalpindi/Islamabad. You are running an online business of 'selling pets'. Which market segment would you target to increase your customer base? What would be the basis for that segmentation and how would you market to that targeted segment?

(Marks 10)

Q.3:

Understanding the pros and cons of marketing communication components can help you to craft the ideal marketing strategy for your business and brands. Discuss pros and cons of marketing communication components with appropriate examples.

(Marks 10)

Q.4:

Compare usage of TV, Newspapers and Billboards advertising. Under what circumstances and for what kind of products is each of these medium used? Discuss.

(Marks 10)

Q.5:

A hospital loses its customers/patients due to the negative behavior of its staff. Considering services marketing paradigm, explain which concept would apply under such circumstances and how would you cater for such situation if you are given the assignment of hospital in-charge for six months?

(Marks 10)

