



Rana Abubakar Khan

If you want to learn computer programming then contact with me

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MKT501 FINAL TERM PAPER SHARED BY STUDENT

ON AUGUST 14, 2017 AT 2:30PM

The paper was conceptual but quite easy. Almost 5 mcq's from portfolio management, 3 from IMC, 3 from advertising, 3 from sales promotion, 5 from Negotiation. Total 40 mcq's of 1 marks.

3-marks questions were

- 1-Difference b/w horizontal and vertical marketing
- 2-Consumers sale promotion techniques
- 3- Purposes of mass media.
- 4-How whole selling is different from retail

5-Marks questions were

- 1- WHAT TYPES OF BILLBOARDS, A MM USES TO LAUNCH A NEW MOBILE PACKAGE IN FAR AREAS WHERE THE CUSTOMERS ARE DISPERSSED. SUPPORT YOUR ANSWER WITH 3 LOGICS
- 2- MODELS OF BUYER DECISION PROCESS
- 3- WHAT IS SALES FORCE MANAGEMENT AND HOW IT GIVES ADVANTAGE TO SALES PEOPLE
- 4- WHAT TACTICS ARE USED IN NEGOTITAION

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MKT501 FINAL TERM PAPER SHARED BY STUDENT

ON MARCH 1, 2017 AT 10:11AM

Today's paper mcqs were conceptual

- 1- How do you differentiate between public relations and sales promotions?
- 2- Briefly explain the concept of "Guerilla marketing/promotion"?
- 3- How would you differentiate publicity from public relations?
- 4- Briefly explain three types of channel membership decisions made by supplier?
- 5- How do you differentiate between qualitative and quantitative research?

6- Al Khair" is a newly established company in sports industry. The owner of the company is interested to attract customers and to increase sales of products for coming quarter of the year. Company has limited available resources and can't opt for advertisement due to high cost.

Illustrate the most appropriate promotional tool from marketing communication mix? Mention at least three distinctive benefits of selected promotional tool.

7-Shoe Company is broadcasting its TV commercial for last 2 months. Marketing manager was surprised to know about feedback of commercial that consumer rated it as most unattractive and boring ad of the month. what do you think how company should respond to this feedback? And illustrate three characteristics of attractive ad?

8- A laptop manufacturing company is planning to enter in South Asian countries. Company is currently operating from Europe and least interested in opening offices in South Asia. CEO of the company allocated a very low marketing budget for upcoming quarter. What are the most appropriate modes of selling based on the company's situation? Give three logical reasons to support your answer.

Briefly explain what type of channel membership decisions can be made by supplier. Also discuss channel members motivation?

9- Insurance company needs a data of people who have more than 30,000 salaries per month. In the start marketing manager is planning to target three offices located at nearby location.

How do you decide whether company needs primary data or secondary data? Support your answer with two logical arguments.



MKT501 FINAL TERM PAPER SHARED BY STUDENT

ON MARCH 1, 2017 AT 6:16PM

today is my paper of MKT 501 MCQ are most in pricing relating and reserch relating long questions are Shoe Company is broadcasting its TV commercial for last 2 months. Marketing manager was surprised to know about feedback of commercial that consumer rated it as most unattractive and boring ad of the month. what do you think how company should respond to this feedback? And illustrate three characteristics of attractive ad? (3Marks)

difference between conceptualization and operationalization(3Marks)

variation of the pricing (3 Marks)

on pharmaceutical company who face some problem due to competitors who involved a propaganda against the company . how the company is response in this situation
aur bhi thy lakin aub yad nahi

MKT501 FINAL TERM PAPER SHARED BY STUDENT

ON AUGUST 22, 2015 AT 11:44AM

today my paper

Paper pattern (as previous)

quizzes were mostly conceptual (40)

Question (03 of three marks)

negotiation

chain supply and chain supply managements

personal selling channel

mass media

sales person work in over time

Question (05 of three marks)

distribution channel



other were conceptual and there statement very lengthy.

MKT501 FINAL TERM PAPER SHARED BY STUDENT

ON AUGUST 25, 2015 AT 11:19AM

Total Question = 50

40 were MCQs (Totally conceptual, not from pass papers)

1. How marketers coordinate with offline and online marketing communication tools?
2. What is Advocacy Approach?
3. How Sales Force Management affect the selling & non selling timing of sales force?
4. Difference between Vertical Marketing & Horizontal Marketing?
5. Describe with logical arguments how Supply Chain Management is a cross functional Approach?
6. How print & electronic ads are important for newly sports item manufacturing business?
7. Steps for personal selling?
8. What is best model for customer to buy, as all the customers suffer from this dilemma that what to buy?

Remember me in your prayers... Best of luck!!!

MKT501 FINAL TERM PAPER SHARED BY STUDENT

ON MARCH 7, 2015 AT 3:50PM

My today's MKT501 paper:

Total Qs: 50

Total MCQs: 40

Total Marks: 80



The subjective questions are as follows:

1. why non profit organizations perform SWOT analysis
2. if firm's $ATC = \text{price}$ at profit maximizing level at which mode of operation the firm is operating
3. what are the benefits of retailers for consumers and suppliers
4. should the marketers cut down advertising budget/expenses when there is recession. justify your answer
5. in your opinion which distribution channel a multi national fast food restaurant should adopt to enter Pakistani market
6. what questions should the marketers ask in regarding distribution decisions
7. write 5 characteristics of interview
8. what are some biases that consumers face in buyer's decision process. explain 3 of them
9. critically evaluate the statement 'WWW can be compared to mass media'
10. define consumer behavior; what is the focus of marketers during consumer behavior process

Hope it will help those who still have to attempt MKT501 paper...

MKT501 FINAL TERM PAPER SHARED BY STUDENT

MY TODAY'S EXAM.....09/03/2015

1-Define the term fixed cost and give at least three examples

2-Negative Impact of Advertisement?

3-Describe the scope and requirement for conducting the quantitative marketing research.

4-Howard & sheath model?

5-What are the critical issues of supply chain management? Explain any three.

6-Why Maslow's hierarchy of needs theory is important for you as a marketer?



7-By how many ways, information is transmitted to a large number of customers through mass media?

8-Mass Media ways for communication.

9-A general model of the buyer decision process implies that customers pass through all stages in every purchase. Do you think that in more routine purchases, customers often skip some of the stages? Justify your answer with logical reasoning by taking an example of hamburger purchased by a student

10-Describe 3 Selling styles with examples.

11-What are three distinct types of stimuli in the consumer environment acting as input variables for the customers to provide information about specific product?

MKT501 FINAL TERM PAPER SHARED BY STUDENT

ON AUGUST 27, 2014 AT 5:10PM

Questions:

1. Importance of Supply Change Management for organization? (5)
2. Five characteristics of Interview.
3. Define SWOT & what is the use for company? (5)
4. Advantages of Negotiation? (5).
5. Different forms of Vertical marketing system (3)
6. Purpose of marketing research (3)
7. Differentiate b/w B.C.G & Mutli factorial analysis (3)
8. What happen when company does not train sales manager(3).



MKT501 FINAL TERM PAPER SHARED BY STUDENT

ON AUGUST 31, 2014 AT 4:42PM

MKT501 paper 25 August

Total 55 questions

46 mcqs

4 questions of 3 marks each

5 questions of 5 marks each

1. why it is imp to review of negotiation?
2. distinguish b/w qualitative and quantitative research?
3. Advantages and disadvantages of observational research?
4. Two techniques of projective?
5. Functions of wholesaler?
6. How price discrimination effects the output of a company?
7. There are negative effects of advertising socially. what are steps to be taken to minimize advertising socially?

MKT501 FINAL TERM PAPER SHARED BY STUDENT

ON SEPTEMBER 2, 2014 AT 10:30PM

By [rafia naz](#)

MKT501 today paper

Q.sale force?

Q.advantages and disadvantages of observation research?

Q.market research?

Q.explain two types of market research?

Q.slogan?

Q.sales promotion?



MKT501 FINAL TERM PAPER SHARED BY STUDENT

ON SEPTEMBER 3, 2014 AT 3:55PM

Total 55 questions, following were long questions:

By how many ways, information is transmitted to a large number of customers through mass media?

Identify and explain the type of marketing channel (vertical or horizontal) adopted in each situation.

- a) A tax preparation company entered in an agreement with an insurance company to provide car insurance information to its customers.
- b) A food store is operating an ice cream facility, a soft drink bottling operation, an ice cream plant, a bakery that supplies everything to food store.

Describe the common advantage and disadvantage of observational research.

Define SWOT analysis and what are the possible questions a company can answer by using SWOT analysis?

How public relations are helpful in creating goodwill for organizations?

Differentiate between Agent and Merchant wholesalers.

What are your recommendations to encourage the salesperson to boost the sales while giving different alternatives to the customers with respect to their affordability?

Define consumer behavior and what is the main focus of marketers in the study of consumer behavior?

What are the objectives of a promotional plan?



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TODAY'S PAPER 1ST SESSION 3 MARCH 2014.

60 Qs; MCQs-52, 4x3 Mks Qs and 4x 5Mks Qs. 60% MCQs from old papers.

- Advertising methods which can be employed by Marketing Manager.
- Herbit Simon's explanation for irrational buying model.
- Marketing research methods....?
- Media types available and for what they are used for?
- Wholesaler services to Retailer.
- Promotional methods available to marketing manager.
- Situation based Q - Boss wants to introduce Innovation in Fan industry whereas marketing manager wants to go with the market conditions. Which approach both are following.
- Some other details I forgot

Anyway Best of luck to all

MKT501 FINAL TERM PAPER SHARED BY STUDENT

ON MARCH 6, 2014 AT 1:35PM

my paper

how could we make effective adds

what is promotional mix, types and why we use it it

where we have no need to use distributional channels



what r effective selling techniques you would like to suggest to sale force

in-depth interview techniques

Herbit simon model explanation, give your opinion using dis model

importance of advertising

1 bhool gai

mcqs completely from old papers

her chapter sy thy mcqs

MKT501 FINAL TERM PAPER SHARED BY STUDENT

ON JULY 20, 2013 AT 12:53PM

All most all the lessons from 22 -45 were covered in MCQs.

Subjective questions are as under:

Q-57. Describe various different business situations where we can find negotiations? (3 Mks)

Q-58. How you can differentiate between selective distribution and exclusive distribution? (3 Mks)

Q-59. Why it is important for marketers to understand the consumers behaviour? (3 Mks)

Q-60. Iqbal have been assigned to start a business of frozen chicken for serviceman in the city. What techniques and tools will he use to understand customers before starting this business? (3 Mks)

Q-61. Sales force automation system is playing very vital role in the marketing. Explain how sales force automation system has increased the efficiency of sales manager? (5 Mks)

Q-62. How would you distinguish between exploratory research and conclusive research? (5 Mks)

Q-63. Innovation plays very deep impression in the minds of customers in adopting the product. There are certain characteristics of innovation which effect the adoption process. Can you explain in your words that what are those characteristics of innovation which effect the Adoption process? (5 Mks)



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Q-64. "Buyer decision making is a combination of both cognitive and psychological construct". Evaluate this statement in the light of Buyer Decision Making process. (5 Mks)