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MGT211 FINAL TERM PAPER SHARED BY STUDENT

ON FEBRUARY 17, 2018 AT 1:05PM

Mgt 211 today's exam

Differentiate between persuasive and comparative advertisement (3 marks)

Components of personal selling (3 marks)

Explain communication (5 marks)

Discuss financial controlling and financial planning (3 marks)

How a marketer convince his boss about the product maturity level of product life cycle (5 marks)

Differentiate between liability and owner's equity (3 marks)

Cost of material handling ? (3 marks)

How a marketer identify the target market. (3 marks)

Being a HR what are the things should be present in the employee for total quality management (TQM) (5 marks)

Components of total Quality management (3 marks)



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ON FEBRUARY 18, 2018 AT 6:23PM

Mgt211 Done!
41 Questions and mcqz

Product Life Cycle (5)
Assets and liabilities definitions and types (5)
Communication medians explanation (5)
Marketing manager role (5)

Information manger duties (3)
Penetration pricing with example (3)
Difference between Production and productivity (5)
As a Marketing manager role in Product Development (5)
All mcqs are not from past paprs and not only from 23-45 but also from 1-22 lectures

Thank you!
Remember me always in your prayers:
Ali Afzal

MGT211 FINAL TERM PAPER SHARED BY STUDENT

[EK LARKI](#) ON FEBRUARY 27, 2017 AT 8:47PM

Objective almost from every lecture mostly from last 6/7 chapters

and subjective was:

Question 41:
Marketing intermediaries are very useful for marketing functions. Discuss the advantages.

Question 42:
Companies seek favorable publicity to create interest in their products.
What methods are used by companies to create a public image?

Question 43:
Posture is a non-verbal communication factor which varies according to ones's culture.
Mention 3 kinds of posture along with examples of countries where they are adopted?



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Question 44:

As a student of business management, discuss the "Value Chain Management"?

Question 45:

As a student of business management, briefly discuss the determinants of Media Mix.

Question 46:

Marketing mix is a set of marketing tools that the firm uses to achieve its marketing objectives. Discuss product and promotion activities.

Question 47:

Manufacturers convey their messages to the potential costumers through various communication channels. Discuss those channels.

Question 48:

List the columns that can be included in a trial balance.

Question 49:

As a manager of coffee shop, how would you identify that your coffee shop is better than others?

Question 50:

Being a student of business management, discuss the assigned tasks of sales person in closing and follow-up stages?

MGT211 FINAL TERM PAPER SHARED BY STUDENT

ON AUGUST 20, 2016 AT 9:14PM

MGT211 Current Final Term Papers In ONE thread from 20-August-2016

MGT 211 PAPER SPRING FALL 2016

46 MCQs 9 Q/A

Q.1 Describe the barriers the sales person face and techniques to handle those barriers.

Q.2 Describe the categories of nonverbal communication.

Q.3 Describe the Participative management and Empowerment & Management by objectives.

Q.4 State any item which is used as both consumer product and industrial product.

Q.5 Describe the steps of contract manufacturer's supply.



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MGT211 FINAL TERM PAPER SHARED BY STUDENT

ON FEBRUARY 20, 2013 AT 4:46PM

MGT211 Introduction To Business

Today Final Term Paper Fall 2012

On 20 Feb 2013

Total Questions: 60

Total Marks: 78

Total MCQs: 54 (Each of 1 Mark)

Total Short Questions: 3 (Each of 3 Mark)

Total Long Questions: 3 (Each of 5 Mark)

Question No. 55

What are the advantages of internal benchmarking?

Question No. 56

What is budgeting and why is it important?

Question No. 57

What are the basic skills of management?

Question No. 58

Define strategy and the various levels of strategy?

Question No. 59

What is packaging and how is it useful in marketing?

Question No. 60

Differentiate between fixed costs and variable costs?



MGT211 FINAL TERM PAPER SHARED BY STUDENT

[K.ALI](#) ON FEBRUARY 20, 2013 AT 10:37PM

Subjective

1. What is advantages of Benchmarking
2. Responsibilities of Financial Manager
3. Verbal And Non Verbal Communication Skills
4. Product Classification (One Peragraph and find karna tha kon si items hain 02 Companies Define Thi)
5. MR. Asif Inventory Officer of Textile mill and he has problem to control inventory smoth and speedy way. How he will control inventory and what functions he will adopt to make it easy.

MGT211 FINAL TERM PAPER SHARED BY STUDENT

TODAY FINAL TERM PAPER FALL2013

On 22Feb2013

Total Ques:60

Total MCQs:52(each 1 mark)

Total Shoert ques:3(each 3 marks)

Total Long Ques:5(Each 5 marks)

The sales person should know how to greet the buyer to get the relationship off to a good start. What are the ways to start a conversation?

Q 55:Differentiate between Exploratory and Descriptive Research.



Q 56:How does the marketing mix along with profitability change at introduction and growth stage of product life cycle?

Q 57:How does the marketing mix along with profitability change at introduction and growth stage of product life cycle?

Q 58:OMORÉ Ice Cream (manufactured by Engro Foods Limited) is a famous ice cream brand in Pakistan. The brand OMORÉ has been established in 2009. Currently its sales are decreasing and company is facing loss as it is at decline stage. Being a marketing manager of “OMORÉ Ice Cream”, what important measures you will have to take to revive from this stage?

Q59: Identify all those ledger accounts which are reported in the income statement?

Q60:The sales person should know how to greet the buyer to get the relationship off to a good start. What are the ways to start a conversation?

Mr. Waqas, the IT manger of a well reputed company, has developed a new Information System for the organization and now is much concerned about the maintenance of security element at user’s level. He has arranged a conference and briefed to possible users about the distinct features of system security. Suppose you have attended this seminar and now you are required to list down the major aspects of system security.

Benchmarking is a process by which a company implements the best practices from its own past experience. Explain the process to measure the company’s own performance with the help of example.



MGT211 FINAL TERM PAPER SHARED BY STUDENT

ON FEBRUARY 24, 2013 AT 3:01PM

BENCHMARKING IS A SYSTEMATIC AND CONTINUOUS MEASUREMENT PROCESS: A PROCESS OF CONTINUOUSLY MEASURING AND COMPARING AN ORGANIZATION'S BUSINESS PROCESS AGAINST BUSINESS LEADERS ANYWHERE IN THE WORLD TO GAIN INFORMATION WHICH WILL HELP THE ORGANIZATION TO TAKE ACTION TO IMPROVE ITS PERFORMANCE.

ADVANTAGES OF INTERNAL BENCHMARKING

- (1) It uses similar language, mechanism, system, culture, mind-set and top-management support.
- (2) There is considerable ease in the access to data.
- (3) There are no problems in establishing communication between units.
- (4) The process does not involve confidentially problem in accessing data.
- (5) The returns of benchmarking efforts are relatively quick.
- (6) The approach is relatively silent, low profile, and a low threat affair.
- (7) It provides a test bed for quicker improvement.
- (8) Along with transfer of data, expert services from the benchmarked unit are easily available.