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**MGT301 CURRENT FINAL TERM PAPER FALL 2020**

Provide by **VU Answer**

**IMPORTANT:**

All Students must prepare this current paper because these questions from previous semesters and most important.

Highly recommended and chance to questions repeated from VU Answer.

Prepare for good GPA and Marks.

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**JazakAllah**

**Mgt301 today paper 9.30**

Mostly mohsin raza k final term lecture m sy aye

Ppt slides sy b aye mcqs line extension k 4 m scqs aye

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Geographic phsolograpic k mcqs aye

Phsolograpic k definition

Distribution long ma aya

Type of product short m

Mass media long ma price ki definition

### **Mgt301 today paper**

1. Differentiate b/w geographic segmentation and demographic segmentation.
2. To identify the segmentation strategy in the given scenario and explain.
3. Types of consumer products and explain with example.
4. objectives of marketing communication.
5. Explain different ways of allocating budget for advertisement.

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6. What is product stewardship in environmentalism. How it can contribute for the betterment of environment.

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Q1 psychosexual segmentation deference b/w behavioral segmentation

Q2 three type of distribution

Q3 four characteristics of service

4 four important concepts of product mix decisions

5 consumer products

6 deference b / w psychographic segmentation behavioral segmentation

**Mgt301**

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1. Enlist 3 objective of communication marketing
2. Types of vertical marketing & explain
3. Factors effect product pricing
4. Psychographic & behavior segmentation
5. Enlist flow of channel members
6. Consumer shifting to digital world give 2 reasons
7. Suzuki has different brand car and motorbike. Which target strategy they will use explain

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your right path

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**Note:**

Papers shared by VU Answer or Students.

We Shared only to get an Idea and Prepare these important questions or MCQs about final term papers.

Current Paper and Important thoughts are recommended there will be highly chance to ask for exams in repeated questions.

**REGARD SARIM**

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