

MKT501 - Mid term paper 9 dec to 20 dec 2017 shared by student

mkt 501 today paper

12 mcqs tricky*

1.leverage branding 3marks

2.market strategy 3marks

3.executive summary 3marks

4.scenario : product n pricing 5marks

5. scenario. competitve price 5marks

6.internal and external resources of idea generation 5marks

MKT501 Mid term paper December 16, 2016 shared by student

Today s paper MCQ were bit tricky...

Discuss Customer Lifetime Value, and why it is important for company?

(02+01 Marks)

Briefly explain at least three objectives of packaging.

“Ads World” is newly established advertising agency in Pakistan. The management of agency is interested to follow a complete marketing plan for every year. Its marketing manager needs to develop annual marketing plan for upcoming year.

How can a marketing manager assess the possible factors of internal environment of an organization for making a marketing plan? Mention at least four such possible factors?

(1+4 marks)

“Honda Atlas Cars Pakistan” is planning to launch a new car. Marketing manager needs to know how they can create differentiation in new model of car.

How Honda Atlas Cars Pakistan can create differentiation in their new model of car? Illustrate the advantages and disadvantage for differentiation?

(03+02 Marks)

A new international bank has recently entered into Pakistani market. Due to intense competition in banking industry of Pakistan, it is difficult to attract customers.

Do you think the new bank should adopt price skimming strategy or should it adopt price penetration strategy. Give three logical reasons for your strategy?

(2+3 marks)