



Q.1. Give short answers of the following: (6x5=30)

- i. Benefits of marketing information system
- ii. Product life cycle
- iii. Importance of new product development
- iv. Benefits of retailing
- v. Evaluation of sales person's performance
- vi. International trade balance

Answer the following questions. (3x10=30)

Question No. 2: Understanding consumer behavior is a key to success for any organization. Assume your role as marketing manager of a general store and discuss: How will you segment this market? Who will be your target customers? Why does customer buy from you and what influences their decision to buy your services/products? Support your answer with suitable examples. **(Marks = 10)**

Question No. 3: What are the main pricing methods? With examples, explain these methods and discuss the pros and cons of these methods. **(Marks = 10)**

Question No. 4: What role industrial market can play in social and economic prosperity of Pakistan? Also briefly discuss the determinants of industrial market demand. **(Marks = 10)**