

وقت: ۳ گھنٹے

(پراپرٹ)

کل نشانات: ۱۰۰

ہدایات: کل پانچ سوالوں کے جوابات تحریر کیجئے:-

سوال ۱۔ صارف اشیاء کی خرید میں decision process کے کن مراحل سے گزرنا چاہئے؟  
 الفاظ میں بیان کریں۔ سوال ۲۔ پروڈکٹ لائف سائیکل کے مختلف مراحل تفصیل سے بیان کریں۔

سوال ۳۔ مارکیٹنگ کے ماحول پر کون سے Controllable اور Uncontrollable factors اثر انداز ہوتے ہیں؟ تفصیل سے بیان کیجئے۔

سوال ۴۔ تشہید کی تعریف کیجئے۔ تشہید کے پلان کے مراحل بیان کریں۔

سوال ۵۔ قیمت طے کرتے ہوئے کون سے عوامل اثر انداز ہوتے ہیں وضاحت کیجئے۔

سوال ۶۔ مارکیٹنگ ریسرچ سے کیا مراد ہے؟ مارکیٹنگ ریسرچ پروسیس کے مراحل بیان کریں۔

سوال ۷۔ مندرجہ ذیل میں سے کسی دو پر نوٹ تحریر کریں۔ (۱) مارکیٹنگ اور سیلنگ میں موازنہ

(۲) نیو پروڈکٹ پلاننگ (۳) ترسیل کے ذرائع (۴) پروموشن کی اقسام

# Past Paper For Marketing Principles June 2014

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