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**QUESTION NO. 1**

* WHAT CAN BE MARKETED? MENTION EXAMPLES?

**Answer :** There are 10 marketing entities.

1. **GOODS:**

Companies of different countries of hair straighteners like ( REMINGTON, BABYLISS, QUENE)

1. **SERVICES:**

Salon services like Discounts on haircuts, facials, manicures pedicures.

1. **EXPERIENCES:**

Experience with a clothing brand ( I bought clothes from 2 well known brands Khaadi and Zelbury of same price range but had a good experience with one brand Khaadi and bad experience with the other one because of the quality stuff of that cloth which made me loyal to one brand would like to prefer over another)

1. **EVENTS:**

EDM concerts example ( SOLIS FFESTIVAL)

( MODEL UNITED NATIONS)

(KPK MUNS, BFC MUNS)

1. **PERSONS:**

Farial Khan

PROFESSION MAKEUP ARTIST

She is known for the best makeup skills.

1. **PLACES:**

Northern Areas of Pakistan ( Hunza, Khunjerab pass, Attabad lake) are the spot of attraction for tourists. TOURISM contributes significantly to the growth of economy because of that marketing of places is very crucial and plays and important role in GDP of the country.

1. **PROPERTIES:**

Advertising boards for attracting the buyers of flats and buildings and houses for rent for example DEANS HEIGHT HAYATABAD.

1. **ORGANIZATIONS:**

Apple brands themselves as a secure mobile brand with the slogan privacy matters. Organisations also use celebrities for marketing their products so that public put trust in their brand.

1. **INFORMATION:**

Companies bought information from different sources which includes BOOKS INTERNET MAGAZINES UNIVERSITIES produce and distribute at a price to parents students and communities.

1. **IDEAS:**

Health awareness

Environmental consciousness

Self confidence.

**QUESTION NO. 2**

* WRITE 5 STAGES OF BUYERS DECISION PROCESS?

**Answer:** There are 5 stages.

1. **NEED RECOGNITION:**

The 1st step is to realize or recognise the need.

For example; Communication is a need.

1. **SEARCH FOR INFORMATION:**

Check what kind of products can be used to satisfy the need.

For example; Need for communication can be satisfied with an old schooled mobile phone or a smart phone.

1. **EVALUATION OF ALTERNATIVES:**

The consumer now evaluates all products and brands which satisfy his need.

For example; Smart phones are expensive but satisfy various needs while old-schooled are cheap.

1. **PURCHASE DECISION:**

Make an appropriate purchase.

For example; the consumer needs a durable cheap phone. Hence he would purchase a simple Nokia Phones.

1. **POST-PURCHASE EVALUATION:**

After purchase is made, the consumer analyses if he has made the right decision. In case, if he realizes that he has made wrong decision, he faces cognitive dissonance if he has made the right decision, he faces delight.

**QUESTION NO 3.**

* WRITE BRIEFLY ABOUT SERVICE PROFIT CHAIN?

**Answer:**

**EMPLOYEE SATISFACTION**

Results from high-quality support services and policies that enable employees to serve customers well.

**VALUE**

Created by satisfied, loyal and productive employees.

**CUSTOMERS SATISFACTION**

Influence by the value of services provided to customers.

**CUSTOMERS LOYALTY**

Results from customers satisfaction

**PROFIT AND GROWTH**

Stimulated primarily by customer loyalty.