

**IQRA NATIONAL UNIVERSITY, PESHAWER**

**Mid-term Online exams**

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**Q#1**

**Write briefly about Value chain model and draw its model**

**Definition**

This method was proposed by Michael Porter. And the purpose of developing this model was to enable organization to bring value in its products and to create more customers value.

The purpose of this model is to add more value in product and are critical elements in developing a competitive strategy.

According to this model, every firm is a synthesis of activities performed to design, produce, market, deliver, and support its product

This model is consist of nine elements -five are primary and other four are supporting which create value and cost in a specific business.

# **Value chain model**



# **Primary activities**

The first section contain five elements which are directly involved in actual and physical production and selling of a product.

It covers all the elements as creation of product , selling , sending to customer and after selling assistance.

The five elements are as bellow:

1. **Inbound logistics :** in this section purchased material or raw material are brought to operation and creation. If the company it self not bring a raw material there is another company or supplier who provide raw material to them. For example pipe maker company may required of raw plastic from market to make pipes.
2. **Operations:** in this section when raw material is in place now is the time to create the real product as I mentioned raw material for pvc pipes. With the help of conveyor belts and specific machinery product is designed and delivered to final phase.
3. **Outbound logistics:** when the product reaches to its final shaping , in this section the work is to store the product or supply it to the customers as their requests.
4. **Marketing and sales:** in this section company has its contacts and strategies in local markets to deliver its final product to the customer in better way.
5. **Services:** it is very important to know about your products feedback. It tells you how much a customer is satisfied with the value of a product. services helps a product to add value in it and to know the missing quality.

The four supporting elements are as bellow:

1. **Procurement:** we can say that it is a department which purchases the raw material for the companies product and its product chain not only in one element but it provides all necessity requirements for company.
2. **Tech development:** In this digital world it is now very easy to improve quality of a product by getting information from people who are using your product such as that (R&D) helps in telecommunication , software providing for a company accounting establishments and so many more .
3. **Human resource management:** this department helps recruiting, hiring best skilled employees for a company and training them based on their requirements.
4. **Firm infrastructure:** usually this department helps all the company chain value and its environment. Such as legal affairs, governmental affairs, accounting and many more like that.

**Q#2**

**Write about state of demands along with its examples.**

# **State of demand**

 **There are eight types in state of demand:**

1. **Negative demand**

this occurs when majority of people dislike the market and may even pay a price to avoid it for example going to dentist.

1. **Nonexistent demand**

Here the target market may be uninterested or indifferent to the product. For example, a young couple may not be interested in adopting family planning.

1. **Latent demand**

Many consumers may share a strong need that cannot be satisfied by any existing product. For example looking for safe cigarette which is not harm to health

1. **Declining demand**

Every organization, sooner or later, faces demand for one or more of its product.  For example high school students enrollments in collages.

1. **Irregular demand**

Many organizations face demand that varies on a seasonal, daily, or even hourly basis, causing problems of idle capacity or overworked capacity. Museums are under visited during weekdays and overcrowded during weekends .Likewise, holiday resorts are visited more frequently during summer and winter holidays and are idle in other seasons. For example restraints and movie theaters.

1. **Full demand**

consumers always buy the product it is not seasonal or hourly but it is a daily need and bought in any way or price for example health kits and medicines, petrol.

1. **Overfull demand**

this demand in mandatory for every human being because it is a need of daily life and primary need foe example water , rice and food

1. **Unwholesome demand**

Unwholesome products require organized efforts to discourage their consumption. Campaigns have been conducted against cigarettes, alcohol, hard drugs, etc.

**Q#3**

**What can be marketed? Mention with examples**

1. **GOODS**

 Goods can be of every type which can be sold like cars, mobile phones, laptops, earphones etc.

1. **SERVICES**

Every person countian a skill which he/she sells to earn money services can be mechanic, technician ,teacher, airlines , telecommunication and internet service providers

1. **EVENTS**

Marketers now adays promote many events such as car shows , company anniversaries

Calling artists to entertain people, weddings etc

1. **EXPERIENCES**

Many people sell their experiences as big shows like Walt Disney World’s Magic Kingdom allows customers to visit a fairy kingdom, a pirate ship, or a haunted house.

1. **PERSONS**

Artists, musicians,, physicians, high-profile lawyers and financiers etc.

1. **PLACES**

 Cities, states, regions, and whole nations compete to attract tourists. E.g. Eiffel tower, Dubai, Umrah/Hajj package.

1. **PROPERTIES**

Lands , renting apartments, shops DHA etc

1. **ORGANIZATIONS**

Universities, museums, performing arts organizations, corporations, and nonprofits all use marketing to boost their public images and compete for audiences and funds.

1. **INFORMATION**

Information can be sold in many ways like google consumes internet fee to provide information and other physical institution teaches multiple languages to earn money.

1. **IDEAS**

Smoking kills, Over speeding kills, wear helmet while driving etc.

**END OF THE PAPER**