

Name: Arshad iqbal
I.D.: 16995
Department: BBA
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Submitted to: Tania Mubeen.

Q No 1 (a)

Ans:-

=> Defination of Needs:-

By the term needs, we mean those requirements which are extremely necessary for a human being to live a healthy life. They are personal, cultural, social, etc that are important for an organism to survive.

=> Example:-

* Needs refers to an individual's basic requirement that must be fulfilled, in order to survive.

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* It is limited. May remain constant over time.

=> Definition of Wants:-

Wants are defined as something that a person would like to possess, either immediately or at a later time. Simply put, wants are the desire that cause business activities to produce such products and services that are demanded by the economy.

=> Example:-

* Wants are described as the goods and services, which an individual like to have as a part of his capices.

* It is unlimited. It may change over time.

* It is desire.

Q No 1 (b).

Ans:-

In this situation, this is a business philosophy that challenges the above three business orientations. Its central tenets crystallized in the 1950s. It holds that the key to achieving its organizational goals consists of a company being more effective than competitors in creating and communicating customer value to its selected target customer.

Distinction between sales concept and marketing concept:-

1. The sales concept focuses on the needs of the seller. The marketing concept focuses on the needs of the buyer.
2. The sales concept is preoccupied with the seller's need to convert his product into cash.

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Q No 2 (a)

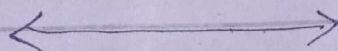
⇒ Definition :-

Marketing is profitably using the results of studying short term and long term needs of those who can pay for a one time or in most cases a steady flow of services or product placement.

Marketer can direct their product to other businesses.

“Marketing entails processes that focus on delivering value and benefits to customers, not just selling goods and services.”

The term marketing, what is commonly known as attracting customers, incorporates knowledge gained by studying the management.



Q No 2 (b)

Ans:

=> Women in Marketing:-

It turns out marketing is the preferred occupation of many aspiring businesswomen. But the attraction extends far beyond traditional perception.

=> Women reflected in Pakistani Marketing:-

Clearly, the marketing draw is strong among professional women. More MBA females ... 31 percent to be precise - held marketing position than any other business function in 2005, according to a survey of more than 3000 recent MBA graduates conducted by the Graduate Management Admission Council, the Virginia based maker of the GMAT entrance exam.

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⇒ Why the attraction:-

In the past, some believed that women sought marketing jobs, because they were all about making pretty brochures and planning parties says Karilee Wirthlin, president of women in consulting. Those days are over.

"Marketing is often viewed as an expense but when it's done right, it's an investment says Wirthlin. "pulling together integrated marketing is a real art."

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Q No (3)

Ans:-

⇒ Macro-Environment:-

Macroenvironment consists of broader forces that shape opportunities and pose threats to company.

⇒ Major forces:-

Six major forces in macro environment. These are:-

1. Demographic environment
2. Economic environment
3. Natural environment
4. Technological environment
5. political environment
6. cultural environment

⇒ McDonald's profile:-

McDonald's is the leading global food service retailer with more than 31,000 local restaurants serving more than 58 million people in 118 countries each day. More than 75% of

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McDonald's restaurants worldwide are owned and operated by independent local men and women.

McDonald's has become the best-known fast food brand in the world. And after Coca-Cola the hamburger is the best-known American food invention to spread around the world.

McDonald's revolutionized the food industry, affecting the lives both of the people who produce food and the people who eat it.

The first McDonald's opened in Des Plaines, Illinois in June 1955. In five years there were 200 restaurants. After ten years the company went public and the share price doubled to \$ 50.00 in the first month. By 1995 there were over 18000 restaurants worldwide.