



IQRA NATIONAL UNIVERSITY
BUSINESS ADMINISTRATION DEPARTMENT

Mid-Term Exam (Fall Semester 2020)

Course Title: Principles of Marketing

Instructor: Tania Mateen

Total Marks: 30

Time Allowed: 3-hours

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<i>CLASS</i>	BBA (2 ND SEMSTER)

Instructions for Online Exam

- Students must complete the paper within 3 hours.
- The student may not use his or her textbook, course notes, Google, or receive help from any other source for copy/paste purposes.
- Paper containing more than 18% of plagiarized content will not be marked.
- Copied answers will not be considered for checking/marking.
- Plagiarized papers will be forwarded to UFM (Unfair Means) committee for further disciplinary action.
- Students may not share their answers with their classmates.
- The answer paper must not contain questions. Students may begin without copying the question.

Attempt all questions.

1. (a) What is the difference between wants and needs? Explain with two examples

Definition:

NEEDS:

Needs are a special kind of want, and refers to things we must have to survive, such as food, water, and shelter.

Examples:

1: Food

Needs are special kind, and refers to things we must have to survive, such as food, water.

Food

WANTS:

Wants are desires for goods and services we would like to have but do not need. Many wants may seem like needs.

Examples:

On the other hand, a want is everything else. Wants are there to make life a little more enjoyable.

(b) Many critics of Marketing claim that the discipline of Marketing causes a situation where consumers want more products than they need. These critics believe that marketers cause people to want and then buy products that are not really in their best interest to buy. Marketers would say that they provide information to consumers in ways that appeal to those consumers and that any needs or wants of customers are social or other needs that are always there but just have not been tapped into. How do you feel about this situation? Take a stand - either as a critic of Marketing or as a supporter of Marketing. Describe why you have taken that stand.

ANSWER

I will be in favor of supporting marketing because a marketer is just helping the consumer to know enough information about a product or a marketer will inform the consumers about new events and products regarding their needs and wants. Marketing is totally based over communication skills and convincing power.

How Companies Convince You To Buy Things From Them?

Easy, they focus on the reasons above. They get you to think that you're not good enough, that you're sick and that you need a cure.

Big marketing firms and research companies analyze thousand of data and they can quickly determine how a single product can be introduced in front of an audience for optimal conversion.

The first thing they need to decide is how this product helps you. Does it cure pain or does it make you feel better in terms of social status?

Let's observe the first thing: curing pain.

First: They Move You Away From Pain

As we all know, drug commercials all start the same. A short story of a person feeling some sort of pain is presented. Then, they glamorously introduce their product and explain how it will magically cure you while a small script flashes through the screen with light speed telling us that there is a huge chance that the above might not happen actually.

The drug in this commercial is the superhero. The thing that will cure your pain.

Second: They Move You Closer To Pleasure

Tech companies like Apple, for instance, are building products that satisfy other needs – products that will move you closer to pleasure. Their commercials are of high-quality, focused on details, and slick as hell. They want you to feel that when you get their product you will be a better person. That you will now belong to another group of people. Much cooler group of people. In these commercials, the product is put on a pedestal.

Main Reasons We Buy Things We Don't Need

I don't really think that anyone will go to the store with the intention to buy something that he will never going to use in the near future. At the moment of sale, the person is determined that he wants what he buys. However, doing this exercise too often naturally leaves you with a lot of possessions. And since you don't have enough time to use everything, you're simply forced to use only part of them.

So, the main reason we buy things we'll never going to use boils down to this: because we shop too often and too irresponsible.

Confusing?

Let me elaborate: We buy things. Then we buy some more things. At some point, we have so many things and so little time. Naturally, we can only use a portion of the things we own. So, the more thing you buy and own, the fewer things you'll actually going to use. Quite a paradox, right? We acquire more things with the intention to use them but we later end up not using them.

But why?

Why we continue this never-ending cycle since our homes are filled with stuff?

According to my experience and observation, there are 5 main reasons that prompt us to buy things we don't need.

Here's the quick list:

1. Social pressure.
2. Discounts, sales, promotions.
3. Media influence.
4. Because you're now rich.
5. Because you're bored.

2. (a) Define marketing.

Definition:

Marketing is the activity, set of institutions, and processes for creating, communication, delivering, and exchanging offerings that have value for customers, client, partners, and society at large.

(b) How the changing roles of women have reflected in Pakistani marketing? Give an example.

The changing role of women in marketing is very positive, supportive and helping the industry to grow fast. Earlier before 2010 the role of women in our marketing industry was very limited and bound but after 2010 women were motivated and encouraged to join and work in the industry. I will add that social media websites instagram, snapchat, facebook and other blogging featuring websites helps a lot to involve and connect more females.

Nabila Maqsood is a prominent figure in the beauty industry of Pakistan. Founder of *Nabila Salon*, she opened her first salon in 1986.

From there on she established multiple style outlets and hair salons in Pakistan's major cities.

Nabila has worked closely with some famous Pakistani celebrities such as Wasim Akram, Ali Zafar and many more.

Also working with huge brands such as *L'Oreal*, working as a creative consultant.

Early in 2018, she announced that her brands *Nabila salon*, *N-Gents* and *ZERO* will be the official hair and make-up partners at the IIFA awards 2018.

Beating out global makeup brand Mac Cosmetics for the IIFA 2018 contract, Nabila made history in the beauty industry.

Mac had been IIFA's makeup partner for 16 years. This was Nabila and her brands became the first from Pakistan to have worked on the illustrious Bollywood event.

Nabila told Arab News:

"I am overwhelmed. It is a very big honour that for the first time a Pakistani hair stylist and makeup artist will be doing this world-class event.

"It is a compliment that such a grand event, which *Mac* was doing successfully for 16 years, will now be managed by us."

3. specify some external macro-environmental forces affecting the marketing program of 'McDonalds' in Pakistan.

it consist of external factors that the company itself does not control but it certainly affect by. The factors that make up the macro environment are ecnmic factors, demographic forces, technical factor, natural and physical forces,political and legal forces, and social and cultural forces.

Environmental Forces Of MCDonalds:

The environmental force which under macro environment direct and indirect impacting MCDonald's. currently MCDonald's is using strategy which got positive and negative effects on the company MCDonald's should keep the effective and successful strategy and modify or redesign the faikure strategy followi g are the external envornmental forces.

Political Factors Affecting McDonald's Business:

This aspect of the PESTEL /PESTLE analysis refers to the effects of government actions and policies on the remote or macro-environment of MCDonald's business and the economy as a whole.

Social factors influencing macdonalds business :

Rising disposable incomes (opportunity)

Busy lifestyles in urban environments (opportunity)

Increasing **cultural** diversity (threat and opportunity)

Healthy lifestyle trend (threat & opportunity)

