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**SECTION: A**

**ID: 16606**

**SUBJECT: PRINCIPLE OF MARKETING**

**DEPARTMENT: BBA**

**SUBMITTED TO: MS. TANIA MATEEN**

**(QN01)**

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

**Ans:** The difference between wants and needs are as follows.

- **Needs:** A need is something that is necessary for an organism to live a healthy life. It is must for a person to live and survive in a society.  
**Examples** are Food, Clothing etc.
- **Wants:** Wants are something you want to get or achieve in your life. You may not need the things which you want but just for a satisfaction. It is said that human wants are unlimited.  
**Examples** are Luxury cars, Houses, Authority etc.

**(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.**

**Ans: I would take a stand as a critic because** Marketers main aim is to sale their products and does not have anything to do with the background of a consumer or customer. They make the product more appealing at the time and make the customer compelled to a certain degree that they eventually buy their product which is not in their best interest. They do not care about the social needs of customers and any other needs that are there but to a little bit to some extent.

## (QN02)

**(a) Define marketing.**

**Ans: Marketing** is an activity or process of creating, communicating, delivering, exchanging and offering of products and services that have value for customers.

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

**Ans: The changing roles** of women have brought great changes in Pakistani market. They are engaging in different parts of marketing related firms. They are found in almost all kinds of firms from education, Production, Services etc.

They are taking the roles of leaderships, motivators, organizers and board members of different companies.

**Prime Example of this is** Advertising, now a day's women have taken over the advertising market almost wholly. All kinds of advertising are done or recommended to be done by female. One thing is they are sincerer to their work and they take less salaries as compared to male. Female anchors are increasing day by day and so is their demand.

## (QNO3)

2. **Specify some external macro-environmental forces affecting the marketing program of 'McDonalds' in Pakistan.**

**Ans: Some** macro-environmental forces affecting the marketing are as follows:

- **DEMOGRAPHIC ENVIRONMENT**
- **ECONOMIC ENVIRONMENT**
- **NATURAL ENVIRONMENT**
- **TECHNOLOGICAL ENVIRONMENT**
- **POLITICAL ENVIRONMENT**
- **CULTURAL ENVIRONMENT**

➤ **DEMOGRAPHIC ENVIRONMENT:**

**One of the forces is the above one** which refers to the population growth, age, sex, education patterns, family influences. It is affecting the marketing program of 'McDonalds' in Pakistan.

➤ **Economic Environment:**

**It refers** to the nature of economic system of the country, economic policies and tax system etc.

➤ **Natural environment:**

The physical and geographical factors can play a predominant role in constituting the non-economic environment and thereby affecting the business. The application of modern technology leads to rapid economic growth at a huge social-cost deterioration of the physical environment i.e. air pollution, noise pollution, and water pollution. The nature of such costs is being assessed by biologists, ecologists, and sociologists.

➤ **Technological Environment:**

Technology shapes the future of any society. Marketer must watch the changes in the technology for keeping track of competition and customer wants. In the modern world, the pace of technological changes is very fast. Technological environment influence work at the organization in terms of investment in technology, consistent application of technology and the effects of technology on markets.

➤ **Political Environment:**

It provides the legal framework within which the marketer is to function. The viability of business depends upon the ability with which it can meet the challenges arising out of the political environment. The political environment of a country is influenced by political organizations, political stability and foreign policy etc. all these factors have a bearing on business.

➤ **Cultural Environment:**

The culture environment of a nation determines the value system of the society which in turn affects the marketing of products. Sociological factors such as caste structure, mobility of labor, customs, cultural heritage, etc.