**ILYAS REHMANI Date:-15 April 2020**

**IQRA NATIONAL UNIVERSITY**

**ID# 15719 BBA SEC :- A**

**MID TERM EXAM :- PRINCIPAL OF MARKETING**

**SUBMITTED TO :- SHAHZEB ANWAR**

**Q1) What can be marketed? Mention examples.**

**Ans)** Almost everything can be Marketed some of them ar given below.

1. **GOODS:-**

Goods are physical items that can be seen and touched. For Example cars, bikes, laptop, furniture, mobile phones etc.

1. **SERVICES:-**

Meaningthat they cannot be touched or owned. For Example Doctors, hairdresser, lawyer.

1. **EVENTS :-**

Events can be marketed most famous events like (DJ KARTIK, SOLIS, AND KPK MUNS)

1. **PLACES:-**

Hill stations like Murree, Kalam, Malamjabba are most attractive spot for tourist and also plays a great role in the GDP of Country

1. **IDEAS:-**

Fasten your seatbelts, Safety comes first, smoking kills

1. **PEOPLE:-**

Prof Dr Naeem khan

The best neurologist of Pakistan he has patients from all over Pakistan.

1. **ORGANIZATION:-**

Car manufacture companies, fashion industries they all use marketing to boost their public image .

1. **PROPERTY**:-

Eg sown garden Behria town Dha safari villas they all use marketing through a celebrity to compete their rivals

1. **INFORMATION :-**

Information is essentially what books, schools, and universities produce, market and distribute at a price to students .

1. **EXPEREINCE :-**

Marketing through experience is when we tells someone about our experience at a service For example we tell our friends about a restaurant we have experienced

**Q2) Write 5 stages of buyer decision process?**

**Ans )** The 5 stages of buyers decision process is following

1. **NEEDS RECOGNITION**

At this stage, the consumer recognizes a need. This could be a simple as “I’m hungry, I need food.”

1. **SEARCH OF INFORMATION:-**

The second stage of the purchasing process is searching for information.After getting satisfied from recognizing needThey search for information about the goods they want**.**

1. **EVALUTION OF ALTERNATIVES** :-

Evaluation of alternatives is the third stage of the buying process. Generally, the consumers evaluate the alternatives on the basis of attributes of the product, the degree of importance, belief in the brand, satisfaction, etc.

1. **PURCHASE DECISION :-**

After the alternatives have been evaluated, consumers take the decision to purchase products and services. But their decision is influenced by others’ attitudes and situation factors.

## POST-PURCHASE EVALUTION :-

In the final stage of the buyer decision process, post purchase behavior In this stage, the consumer determines if they are satisfied or dissatisfied with the purchasing outcome.

**Q3) Write briefly about Service profit chain.**

**Ans)** The service–profit chain is the central concept in a theory of business management which links employee satisfaction to customer loyalty and profitability.

Leaders who understand the service-profit chain develop and maintain a corporate culture centered on service to customers and fellow employees. They display a willingness and ability to listen.

I believe that organizations can accomplish this by connecting front line workers more effectively with leadership through vertical collaboration

More specifically, the following key processes and organizational muscles should be focused on: having a good customer feedback having a good employee feedback and having a good process for making sure input, feedback and ideas get actioned.