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Q # 1

Holistic Marketing

As the name indicates, holistic marketing includes all the factors of the marketing combined together working as a whole. This phenomenon is termed as holistic marketing. Holistic marketing encompasses four types or channels of marketing which are explained below

1) Relationship Marketing

Relationship Marketing is basically creating, maintaining and strengthening your relationship with your suppliers, vendors, stakeholders, customers etc. It's about creating and strengthening relationship ~~with~~ to create brand loyalty + further marketing by the above mentioned ~~customers~~ consumers through their word of mouth because of ~~the~~ your relationship marketing tactics to lure them into becoming your loyal customers along with advocates. For example in banks, there is a relationship manager who has this job description of marketing the product of that specific bank and making personal linkages and to become ^{good} the face of the bank for customers through better customer services and entertaining their queries timely.

2) Integrated marketing

It is the component of holistic marketing whose basic goal is to combine all the activities of marketing like direct marketing, advertising, online communications, social media marketing and public relations and integrate them together to make marketing decisions + strategies that create value for stakeholders through a clear, coherent and concise message. This is only possible by integrating all the channels of marketing to work in sync with each other to achieve a unified goal.

For example, nowadays while we are facing this COVID-19 Pandemic, eateries have shifted their businesses to home delivery. We take example of KFC that it has got alot of deals on it's website at cheaper prices, while if you order through call these deals aren't available ~~via~~ via phone call. This is an example of lack of Integrated Marketing because KFC failed to reach out and enlighten their customers about the ordering at cheaper prices through their website directly, neither the employees of ~~restaurants~~ KFC who take orders via phone call tell the customer about the alternative cheaper facility available. This is because they aren't working in sync with each other.

3) Internal Marketing

It is the component of holistic marketing whose basic purpose is to cater to the needs of the employees. By this practice, it is ensured that employees are satisfied with the work they perform and they do their tasks with full zeal & zest because by catering to each employee needs, it creates a sense of ownership among employees and boost up their morale. For example a lot of benefits & commissions are given to the marketing team of OLX who prove their worth and for that, they are rewarded accordingly sometimes even with overseas trips which makes them to put in more effort because their efforts are being recognized.

4) Societal Marketing

Societal Marketing is the component of holistic marketing whose basic motive is to do such practices as marketing which are good for the society in general. CSR or Corporate Social Responsibility is a type of societal marketing which is aimed at bringing some betterment to the society.

For example, nowadays in COVID-19 Pandemic, Lifeboy advertisement is such as that a woman is saying that I generally prefer Lifeboy over other soaps but during these ~~at~~ disastrous times, you can use any sort of soap. So basically, it is doing a sort of public delivery message & marketing at the same time. Another example of it could

be when in Lahore parks Molty foam made benches of it's foam which could be converted to beds for the homeless peoples, thus providing a great and commendable service to the society along with promoting it's own product

Ans #2

We are called upon to make decisions, large and small many times a day. Whether it is in the voting booth, the stock exchange, or anything for that matter, we identify potential options, estimate and compare their subjective values and make a choice.

All leaders make regrettable decisions and mistakes. In fact, if you are not making mistakes or bad decisions, then you are not taking enough risk or learning enough to continue growing as a leader. When Sam Walton, the founder of Walmart was asked by a reporter,

"How did you become so successful", Walton answered, "I have made alot of good decisions". When asked how he learned to make good decisions, Walton replied, "By making alot of bad decisions". Great leaders ensure that past choices don't compound their mistakes. They also make sure that they learn from their mistakes and take actions to handle the situation differently in the future.

Why do some leaders make more mistakes and implement more bad decisions than others? It might be due to their past experience, ego, self interest, arrogance, Blind loyalty. They

should also be aware of unconscious biases, select strong team members and many more.

1) How the brain trips up:

Drawing on the findings of brain research, it has been concluded that our brain uses two processes that enable us to cope up with the complexities ~~at~~ we face:

- ① Pattern Recognition +
- ② Emotional Tagging

Neither of these is inherently bad. In fact, they are quite helpful and necessary much of the time. The problem lies when we are faced with new types of Input that do not match up with our previous ~~for~~ experiences but we wrongly associate them with it. This often leads to flawed thinking because we failed to recognize the correct pattern.

Just like this new Pandemic Crisis, our leaders were faced with a hard decision to make and they recognized the pattern of China and other countries and forced a lockdown which is proving to be a bad decision since $\frac{1}{3}$ of our population is below the poverty line and are daily wagers and cannot afford lockdown unless other measures are taken alongside to help them with their bread and butter. A Wuhan type

lockdown, no matter how desirable might not be affordable choice for Pakistan and better adapted solutions might be called for. Conditions regarding pattern recognition are ~~illustrated~~ ~~tagging~~ ~~is~~ ~~the~~ ~~connection~~ ~~that~~ ~~a~~ ~~person~~ ~~might~~ ~~be~~ ~~based~~ ~~on~~ ~~his~~ ~~past~~ ~~memories~~ ~~but~~ ~~these~~ ~~cannot~~ ~~be~~ ~~reliable~~ ~~because~~ ~~of~~ ~~the~~ ~~presence~~ ~~of~~ *1) misleading experiences - if we are faced with unfamiliar inputs and those inputs seem familiar to us because of misleading experiences. We think and perceive that we recognize something, when we do not.

*1) Misleading Pre-Judgements

When we connect previous judgements or decisions that are inappropriate or inaccurate with our current situation, they can disrupt our pattern process causing us to misjudge the information we are receiving. For instance, if we look into the ~~entire~~ career of Misbah-ul-Haq, he used to score runs real slow at the start of the innings but used to step up his game in the end and win the match for Pakistan. This mind got embedded with this perception that he could repeat this technique at all times and would come out as a match winner but this technique proved to be disastrous more often than not.

Emotional tagging is the process and the connection that a person makes based on his prior memories. Conditions regarding emotional tagging are

x) Inappropriate self-Interest

The reason why self-interest is such a pervasive influence is that it is particularly for decision makers to be self aware about how their personal interests are affecting their choices. We are particularly prone to screening the effects of self interest from our own conscious mind e.g PM Imran Khan took wrong decision to make corrupt people as it's party members just for the sake to strengthen himself under emotional pressure.

x) Inappropriate Attachments

While attachments add greatly to our lives, they can also trap us without us realizing it. This includes inappropriate attachments to colleagues when cuts have to be made or to a strategy. e.g Imran Khan made a terrible mistake in his life by marrying Reham Khan.

2) Raising the Red flag

The term red flag means a sign of some particular problem requiring attention. Red flags are basically the patterns which are perceived differently to as they actually are and should be interpreted to make a good decision. The presence of red flags can distort a persons mind to reach to a proper and concise conclusion. There are three types of red flags which can cloud a person's judgement and thus hamper his decision making process. The first and foremost of it is

1) Presence of inappropriate self interest

In this situation, the person gets too much obsessed with something and then he only perceives which he apparently believes to be true regardless of the fact whether it is true or not by jumping to conclusions. For instance, most of the doctors prescribe us those medicines to their regular patients which gives them profit. Different pharmaceutical companies advertise their products by giving bribe to these doctors in the form of gifts, trips etc. just to promote their product and doctors take this wrong and unethical decision because of their inappropriate self interest.

*) Presence of distorting attachments

The second factor of red flag is the presence of distorting attachments in which a person gets too much attached to a person, thing or place or an idea for that matter that he is not willing to give it up even if it's hazardous for him without him realizing this fact. In this regard, we can take example of our brown parents who are overly obsessed with their sons and daughters becoming either an engineer or doctor without caring to what their children want and suppress their ability by imposing their decisions on them and make wrong decisions about their lives.

*) Presence of Misleading Memories

The third and the final factor of the red flag is the presence of misleading memories. It can make a person go down a wrong path because of the misleading memories being fed by the brain sometimes which would eventually lead to make him take a wrong step towards a wrong direction.

3) Safeguarding against your biases

It is in the human nature to form a negative or a positive bias towards someone or something or some situation. It is pertinent that in order for a person to take a proper he has to keep his biases and safeguard them as to not affect his judgement or decision making. It can be done by involving ~~people~~ other people as to double check that whether the decision that a person is taking is biased or not.

For example: The Prime Minister's special investigation team recently revealed the names of persons and companies found responsible for the troubles that citizens faced in getting flour and sugar scandal. The names included some very trusted men like Jehangir Tareen and others and it was quite disappointing. This shows that all is not well and Imran Khan will face harder times in the future in running this country. This revealed the biased decisions of PM because he refused to know about the Tareen's sugar mills scandal which couldn't be possible.

Greek fabulist and story teller Aesop rightly said:

" We hang the petty thieves and appoint the great ones to the public office.

The safeguarding against your biases is very important to take a proper and just decision.