Assignment

**Program: BBA/MBA Assignment (Spring-2020)**

**Dated: 16th May, 2020 Time allowed: 05 June, 2020**

**Course Title: Marketing Management Instructor: Zaighum Abbas**

**Note: Attempt All Questions Total marks: 20**

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**Note: *This Assignment should be attempted by word or PDF file. After making a word or PDF file upload this file through SIC portal in an assignment section. You have a limited time till 05 June which will automatically closed after the completion of timeline. No file will be accepted after the given time line.***

Q1.

Select any company/business/product from your interest by keeping in mind “sample marketing Plan Pegasus sports”. You are also request to make a sample plan of your brand on similar guidelines of ample plan shared and discussed with you in the class.

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**(Plagiarism from one source should not be more than 5% and overall should not be more than 19%)** (20 Marks)