**MID TERM PAPER**

**Course Title: Principles of MARKETING Course Instructor: Mehwish Khan**

**Note: Attempt all Questions Total Marks: 30**

# Q1: Carefully read the statements and choose the correct answer. (05)

1. The buying process starts when the buyer recognizes a \_\_\_\_\_\_\_\_\_.
2. Product
3. an advertisement for the product
4. a salesperson from a previous visit
5. problem or need
6. All of the following are accurate descriptions of modern marketing, EXCEPT which one?
7. Marketing is the creation of Value for customers
8. Marketing is managing profitable customer relationships
9. Selling and advertising are synonymous with marketing
10. Marketing involves satisfying customers' needs
11. Marketing is used for-profit and not-for-profit organizations
12. What is the person who buys a product called?
13. Retailer
14. Consumer
15. Purchaser
16. Customer
17. Which of the following is false regarding why a SWOT Analysis is used?
18. To build on the strengths of a business
19. To minimize the weaknesses of a business
20. To reduce opportunities available to a business
21. To counteract threats to a business
22. Which of the following could be a weakness?
23. A developing market such as the Internet
24. Competitors with access to better channels of distribution
25. Poor quality of goods and services
26. Special marketing expertise

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| **Q 2:** In the Consumer Decision Making process, consumers go through several stages before reaching final purchase decision. Argue from the standpoint of typical consumer, what will be the various stages to buy a smart phone  **Q3:** Take a product or service organization you are familiar with:     1. List the key external environmental opportunities or threats that face the organization. 2. What do you think are the organization’s main strengths and weaknesses? 3. Suggest ways in which the organization might respond to the external forces. 4. Recommend a possible marketing strategy which will ensure that the organization Matches its internal capabilities with external opportunities. | **(10)**  **(15)** |