**IQRA National University**

**Department of Business Administration**

**Spring- Semester 2020 (Re-arranged Online Assignment)**

**Course Title: Marketing Management**

**Instructor: Shahzeb Anwar**

**Instruction: Submit back the answers in MS Word file with your name and id.**

**Question 1:**

1. **Write briefly about Value Chain model and draw the model. (10)**

**Question 2:**

1. **What is core competency? Explain it with examples. (10)**

**Question 3:**

1. **Write briefly about strategic alliances with examples. (10)**