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**IQRA National University**

**Business Administration Department**

**Fall- Semester 2020 (**Fall Semester 2020**)**

**Course Title:** Training & Development **Course Code:**

**Instructor:** Dr. Muhammad Usman **Time Allowed:** 3 hours

**Total Marks:** 30

**Question 1:** Why marketing management is important for today's organizations. (10 marks)

**Question 2:** How marketing manager’s decisions under uncertainty skills are important for   organizations success. (10 marks)

**Question 3: a).** Differentiate between the introduction and maturity stages of a product life   cycle. (5 marks)

**b).** What are the possible reasons for the decline of a product? (5 marks)

**Instructions for Online Exam**

* **Submit back the answers in MS Word file with your name and ID**
* **Students must complete the paper within 3 hours.**
* **The student may not use his or her textbook, course notes, Google, or receive help from any other source for copy/paste purposes.**
* **Paper containing more than 18% of plagiarized content will not be marked.**
* **Copied answers will not be considered for checking/marking.**
* **Plagiarized papers will be forwarded to UFM (Unfair Means) committee for further disciplinary action.**
* **Students may not share their answers with their classmates.**
* **The answer paper must not contain questions. Students may begin without copying the question.**