**IQRA National University**

**Department of Business Administration**

**Summer- Semester 2020 (Final- 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. **Discuss different steps of Marketing Research along with it benefits and limitations. (20)**

 **Question 2:**

1. **Discuss different level of Products and Services. (20)**

**Question 3:**

1. **What is BCG Matrix? Explain with examples. (10)**