**IQRA National University**

**Department of Business Administration**

**Spring- Semester 2020 (Final- Online Assignment)**

**Course Title: Principles of Marketing**

**Instructor: Shahzeb Anwar**

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

**Question 1:**

1. **What is SWOT Analysis? Why companies use it? Develop SWOT Analysis for IQRA National University. (15)**

**Question 2:**

1. **Discuss New Product Development Process and draw its model. (15)**

**Question 3:**

1. **Write briefly about Product Life Cycle and draw its model. (10)**

**Question 4:**

1. **Write briefly about Branding along with examples. (10)**