**IQRA National University**

**Department of Business Administration**

**Spring- Semester 2020 (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 can be marketed? Mention examples. (10)**

**Question 2:**

1. **Write brielfy about 5 stages of buyer decision process. (10)**

**Question 3:**

1. **Write briefly about Service Profit Chain. (10)**