

a) Analyze the marketing mix (Product, Price, Place, and Promotion) in relation to the given advertisement and explain how each element of the marketing mix is represented in the ad and how it contributes to the overall marketing strategy.

(20 marks)

b) Explain the below concepts relating to the given advertisement

- i. Market segmentation
- ii. Market Targeting
- iii. Positioning
- iv. Expected consumer decision making behaviour

(5 x 4 = 20 marks)

(Total 40 marks)

Question No. 02

a) Establishing marketing objectives is imperative for an organization to move towards its success. Briefly explain one (01) key marketing objectives that should be established in an organization.

(05 marks)

b) Explain the different marketing management concepts and their influence on organizational strategies.

- i. Production Concept
- ii. Product Concept
- iii. Selling Concept
- iv. Marketing Concept
- v. Societal Marketing Concept

(15 marks)

(Total 20 marks)

Question No. 03

- a) Explain the components of the marketing environment (microenvironment and macro environment).
(10 marks)
- b) Discuss how changes in the economic shifts can impact a company's marketing strategies. Support your answer with relevant examples.
(10 marks)
- (Total 20 marks)**

Question No. 04

- a) Discuss the role of consumer behavior in shaping marketing strategies.
(05 marks)
- b) Outline the steps in the consumer decision-making process and briefly explain how consumers move through each step when making a purchase.
(15 marks)
- (Total 20 marks)**

Question No. 05

- a) Draw a BCG Matrix and place products or business units into the four categories: Stars, Cash Cows, Question Marks, and Dogs. Briefly explain why each category is important in a business strategy.
(10 Marks)
- b) Briefly discuss what strategies a company should use for each category in the BCG Matrix:
- i. How to grow or maintain Stars.
 - ii. How to maximize profit from Cash Cows.
 - iii. How to decide on investing or divesting in Question Marks.
 - iv. How to handle or phase out Dogs.
- (10 marks)
- (Total 20 marks)**

Question No. 06

- a) Explain the key purposes served by a marketing organization and how it contributes to achieving a firm's objectives.

(10 marks)

- b) Discuss the relationship between planning and implementation in marketing by highlighting the issues that arise when they are separated.

(10 marks)

(Total 20 marks)