

وقت: ۳ گھنٹے

(پراپرٹ)

کل نشانات: ۱۰۰

ہدایات: کل پانچ سوالوں کے جوابات تحریر کیجئے:-

سوال ۱۔ صارف اشیاء کی خرید میں decision process کے کن مراحل سے گزرنا ہوتا ہے؟
الفاظ میں بیان کریں۔ سوال ۲۔ پروڈکٹ لائف سائیکل کے مختلف مراحل تفصیل سے بیان کریں۔

سوال ۳۔ مارکیٹنگ کے ماحول پر کون سے Controllable اور Uncontrollable factors اثر انداز ہوتے ہیں؟ تفصیل سے بیان کیجئے۔

سوال ۴۔ تشہید کی تعریف کیجئے۔ تشہید کے پلان کے مراحل بیان کریں۔

سوال ۵۔ قیمت طے کرتے ہوئے کون سے عوامل اثر انداز ہوتے ہیں وضاحت کیجئے۔

سوال ۶۔ مارکیٹنگ ریسرچ سے کیا مراد ہے؟ مارکیٹنگ ریسرچ پروسیس کے مراحل بیان کریں۔

سوال ۷۔ مندرجہ ذیل میں سے کسی دو پر نوٹ تحریر کریں۔ (۱) مارکیٹنگ اور سیلنگ میں موازنہ

(۲) نیو پروڈکٹ پلاننگ (۳) ترسیل کے ذرائع (۴) پروموشن کی اقسام

Past Paper For Marketing Principles June 2014

N Noddings



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Strategic Social Marketing Jeff French, Ross Gordon, 2015-01-31 This book is not available as a print inspection copy To download an e version click [here](#) or for more information contact your local sales representative For anyone interested in great social marketing practice in the 21st century and how it needs to adapt as our understanding of behaviour change evolves this publication is chock full of good practice and smart strategy Dan Metcalfe Deputy Director Marketing Public Health England UK Strategic Social Marketing takes a systemic approach to explaining and illustrating the added value of applying marketing to solve social problems The authors present social marketing principles in a strategic critical and reflexive way to help engender social good via the effectiveness and efficiency of social programmes in areas such as Health Environment Governance and Public Policy In illustrating how it can be applied the text places Strategic Social Marketing in a global context giving examples and case studies from around the world Set into a clear structure it Takes you through an exploration of why marketing should be an integral component of all social programme design and delivery when looking to achieve social good Moves on to the nature and application of social marketing rethinking traditional concepts such as value and exchange in the social context Lays out the how to so you can create fully realised strategy plans frameworks and tactics to influence behaviours Visit the Strategic Social Marketing Website Featuring free resources for marketing students and lecturers

Corporations and Disability Rights Neha Pathakji, 2018-05-08 The emergence of a decentralized fragmented and low cost Internet opened up possibilities for persons with disabilities to lead an independent and inclusive life which had been denied to them in the physical world The virtual world unlike the physical world was presumed to be devoid of physical social and attitudinal barriers that have historically led to the marginalization and exclusion of persons with disabilities Yet with advancement in technology concerns of persons with disabilities to access the Internet were relegated to the background Since the Internet is largely dominated by corporations this digital divide cannot be bridged without questioning their role and corporations as gatekeepers of the virtual world need to proactively engage in dismantling barriers to accessing the Internet Corporations and Disability Rights engages with the contemporary discourse on the nature of the right to access the Internet and contextualizes this right within the framework of emerging disability rights jurisprudence This book explores the interplay between human rights of persons with disabilities and corporate obligation in a technologically advanced society It argues that under disability rights jurisprudence the right to access the Internet is a human right and not merely an enabling right It bridges the existing normative and regulatory gaps for the effective realization of the right to access the Internet

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Mountain Tourism Harold Richins, John Hull, 2016-02-19 Mountains have long held an appeal for people around the world This book focusses on the diversity of perspectives interaction and role of tourism within these areas Providing a vital update to the current literature it considers the interdisciplinary context of communities the creation of mountain tourism

experiences and the impacts tourism has on these environments Including authors from Europe Asia Pacific and North America the development planning and governance issues are also covered *Changing Global Media Landscapes: Convergence, Fragmentation, and Polarization* Al-Obaidi, Jabbar A.,2024-07-17 With the advancement of technology and the increasing use of digital and social media platforms we are experiencing an unprecedented era of global connectivity and information sharing However alongside these advancements comes a pressing challenge the rampant spread of misinformation and disinformation fueling fragmentation and polarization within communities worldwide As regulations struggle to keep pace with technological innovation media scholars experts and practitioners face a critical need for comprehensive strategies to navigate this complex terrain *Changing Global Media Landscapes Convergence Fragmentation and Polarization* offers a solution to the multifaceted challenges of modern media and communication This book provides a vital platform for scholars and professionals to explore the intricacies of global media technologies and devise actionable strategies to combat misinformation With a keen focus on media ethics law and organizational management it equips readers with the tools needed to confront the evolving landscape of digital media responsibly and effectively *Sales Management* Thomas N. Ingram,Raymond W. LaForge,Ramon A. Avila,Charles H. Schwepker Jr.,Michael R. Williams,2015-03-27 The new 9th edition of *Sales Management* continues the tradition of blending the most recent sales management research with real life best practices of leading sales organizations The authors teach sales management courses and interact with sales managers and sales management professors on a regular basis Their text focuses on the importance of employing different sales strategies for different consumer groups as well as integrating corporate business marketing and sales strategies *Sales Management* includes current coverage of the trends and issues in sales management along with numerous real world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions Key changes in this edition include Updates in each chapter to reflect the latest sales management research and leading sales management trends and practices An expanded discussion on trust building and trust based selling as foundations for effective sales management All new chapter opening vignettes about well known companies that introduce each chapter and illustrate key topics from that chapter New or updated comments from sales managers in *Sales Management* in the 21st Century boxes An online instructor s manual with test questions and PowerPoints is available to adopters **The Paris Agreement on Climate Change** Daniel Klein,María Pía Carazo,Meinhard Doelle,Jane Bulmer,Andrew Higham,2017-07-26 The most important climate agreement in history the Paris Agreement on Climate Change represents the commitment of the nations of the world to address and curb climate change Signed in December 2015 it entered into force on 4th November 2016 Countries are moving into implementation and efforts at all levels will be needed to fulfill its ambitious goals The Paris Climate Agreement Commentary and Analysis combines a comprehensive legal appraisal and critique of the new Agreement with a practical and structured commentary to and social drivers behind it providing an overview of the pre existing regime

and tracking the history of the negotiations It examines the evolution of key concepts such as common but differentiated responsibilities and analyses the legal form of the Agreement and the nature of its provisions Part II comprises individual chapters on each Article of the Agreement with detailed commentary of the provisions which highlights central aspects from the negotiating history and the legal nature of the obligations It describes the institutional arrangements and considerations for national implementation providing practical advice and prospects for future development Part III reflects on the Paris Agreement as a whole its strengths and weaknesses its potential for further development and its relationship with other areas of public international law and governance The book is an invaluable resource for academics and practitioners policy makers and actors in the private sector and civil society as they negotiate the implementation of the Agreement in domestic law and policy

Voluntary Standards for Sustainable Food Systems Alexandre Meybeck, Suzanne Redfern, 2014 The aim of the workshop is to examine various types of standards and labels and to build upon lessons learned from concrete examples to identify issues and challenges to be addressed discuss their potential contribution to improve sustainability of food systems and propose measures in order to improve their effectiveness Page 1

Yearbook of International Organizations 2013-2014 (Volumes 1a-1b) Union Of International Associations, Union of International Associations, 2013-06-21 Volume 1 A and B covers international organizations throughout the world comprising their aims activities and events

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Managing Services Marketing John E. G. Bateson, 1992

The Indian Textile Journal Sorabji M. Rutnagur, 2013

Iron & Coal Trades Review, 1929 Vol 115 includes Diamond jubilee issue 1867 1927

Canadian Almanac & Directory, 2014 Tannys Williams, 2013-10 The Canadian Almanac Directory is the most complete source of Canadian information available cultural professional and financial institutions legislative governmental judicial and educational organizations Canada's authoritative sourcebook for all

Moore's Rural New-Yorker, 1916

African Integration and Development Review, 2014

Who's Who in America, 1996 Marquis Who's Who, Inc, 1995-09 We make very heavy use of WHO'S WHO IN AMERICA in our library It's used daily to check biographical facts on people of distinction MARIE WATERS HEAD OF COLLECTION DEVELOPMENT UNIVERSITY OF CALIFORNIA AT LOS ANGELES Marquis Who's Who is proud to announce the Golden Anniversary 50th Edition of WHO'S WHO IN AMERICA This the world's preeminent biographical resource keeps pace with a changing America with more than 17 500 new entries each year AND it speeds research with the Geographic Professional Indexes ANNUAL UPDATING enables Marquis Who's Who to bring users more new names to update more existing entries each year Every entry is selected researched to ensure the most current accurate biographical data for Who's Who users The Geographical Professional Indexes makes WHO'S WHO IN AMERICA an even more useful research tool Now users can identify locate prospective partners new clients by profession in any of 38 categories as well as by country state or province or city Essential for quickly finding the entries you need More than 92 000 leaders decision makers innovators from every important field business finance government education science

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