

For Solved Visit **VU Answer**

The screenshot shows a web browser window titled "VU Examination System (CLIENT) VUTES 6.5 :... Fall 2012 (FinalTerm) :... - Windows Internet Explorer". The address bar shows "http://localhost/VUTES/client/Instructions.aspx". The page content includes:

- Question No : 1 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "In partnership deed, profit and loss is distributed among the partners:"
- Answer options (radio buttons):
  - In equal percentage
  - As per percentage of capital invested
  - As per agreed ratio in partnership deed
  - None of the given options
- Start Time: 1:42 AM
- Time Left: 112:00

At the bottom of the browser window, there is a watermark that reads "MADE BY WAQAR SIDDHU".

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- Question No : 2 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following is an example of non-profit making organization?
- Answer ( Please select your correct option )
- Options:
  - NGO's
  - Trusts
  - Cooperative societies
  - All of the given options
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 2
- Navigation icons: back, forward, search, etc.

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- Question No : 3 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "The corporate level is where top management directs \_\_\_\_\_:"
- Answer section: "Answer ( Please select your correct option )"
- Four radio button options:
  - All employees for orientation
  - Its efforts to stabilize recruitment needs
  - Overall strategy for the entire organization
  - Overall sales projections
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 3
- Navigation icons: back, forward, search, etc.
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- Question No : 4 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "According to McGregor's Theory Y:"
- Answer instruction: "Answer ( Please select your correct option )"
- Four radio button options:
  - People dislike putting forth the effort to attain rewards.
  - Work is as natural as play or rest
  - People naturally avoid responsibility
  - Organizations pamper their workers excessively
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 4
- Navigation icons: back, forward, search, etc.
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- Question No : 5 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Douglas McGregor's view that suggests that employees will exercise self-direction and self-control when they are committed to the objectives of the work is called."
- Answer section: "Answer ( Please select your correct option )"
- Four radio button options: Theory A, Theory Z, Theory Y, and Theory X.
- Start Time: 1:42 AM
- Time Left: 111:00
- Navigation icons: back, forward, search, and refresh.

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- Question No : 6 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "An organization's \_\_\_\_\_ is a broad declaration of its overriding purpose."
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Mission statement
  - Plan
  - Strategic plan
  - Core competencies
- Start Time: 1:42 AM
- Time Left: 111:00

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- Question No : 7 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "An aggregate of people who, as individuals, have needs for products in a product class and have the ability, willingness and authority to purchase such products is called a:"
- Answer options:
  - Market segment
  - Target market
  - Customer group
  - Market
- Start Time: 1:42 AM
- Time Left: 111:00

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- Question No : 8 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Sources of marketing information are categorized into two groups - what are they?
- Answer ( Please select your correct option )
- Options:
  - Macro environmental sources; micro environmental sources.
  - External sources; internal sources.
  - Causal resources.
  - All of the given options
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 8
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- Question No : 9 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: A product can be:
- Answer ( Please select your correct option )
- Options:
  - Tangible
  - Intangible
  - Something that is offered for sale
  - All of the given options
- Start Time: 1:42 AM
- Time Left: 111:00

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- Question No : 10 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "A good, service, or idea consisting of a bundle of tangible and intangible attributes that can satisfy consumers is called a:"
- Answer options:
  - Nondurable good
  - Durable good
  - Product
  - Commodity
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 10
- Navigation buttons: back, forward, search, etc.

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- Question No : 11 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "When members of a channel have problems with each other this is called:"
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Infighting
  - Disputations
  - Channel conflict
  - Trouble
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 11
- Navigation icons: back, forward, search, etc.

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- Question No : 12 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following statements about outdoor advertising is true?
- Answer ( Please select your correct option )
- Four radio button options:
  - Outdoor advertising is most effective for informational advertising
  - Outdoor advertising has good reach and good frequency.
  - Outdoor advertising is most effective for pioneering advertising
  - The use of outdoor advertising is declining.
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 12
- Navigation icons: back, forward, search, etc.
- Watermark: MADE BY WAQAR SIDDHU

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The screenshot displays a web browser window titled "VU Examination System (CLIENT) VUTES 6.5 :... Fall 2012 (FinalTerm) :... - Windows Internet Explorer". The address bar shows "http://localhost/VUTES/client/Instructions.aspx". The page content includes:

- Question No : 13 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "The final stage in the personal sales process is the \_\_\_\_\_ stage."
- Answer options (radio buttons):
  - Presentation
  - Assumptive close
  - Trial close
  - Follow-up
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 13
- Navigation icons: back, forward, search, etc.

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- Question No : 14 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Communicating information between sellers and potential buyers or others in the channel to influence attitudes and behavior is called \_\_\_\_\_."
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Advertising
  - Promotion
  - Publicity
  - Marketing
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 14
- Navigation icons: back, forward, search, etc.

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- Question No : 15 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following enjoys limited liability?
- Answer ( Please select your correct option )
- Options:
  - A general partnership
  - A corporation
  - A sole proprietorship
  - None of the given options
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 15
- Navigation icons: back, forward, search, etc.

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- Question No : 16 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: "The Sufi water brand/product of sufi group of industries is offered for which segment of the market?"
- Answer ( Please select your correct option )
- Options:
  - Lower income
  - Middle income
  - Upper income
  - All of the given options
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 16
- Navigation icons: back, forward, search, etc.

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- Question No : 17 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "The marketing concept is a way of thinking or a management philosophy that affects:"
- Answer options:
  - Only marketing activities
  - Most efforts of the organisation
  - Mainly the efforts of sales personnel
  - Mainly customer relations
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 17
- Navigation icons: back, forward, search, etc.

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- Question No : 18 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "When Nayer Carpets develops new carpets that are highly stain resistant and durable, it must educate consumers about the product's benefits. This calls for activity in which of the following marketing mix variables?"
- Answer section: "Answer ( Please select your correct option )"
- Four radio button options: Price, Promotion, Product, and Packaging.
- Start Time: 1:42 AM
- Time Left: 11:00
- Page number: 18
- Navigation icons: back, forward, search, and refresh.

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Question No : 19 of 60 Marks: 1 (Budgeted Time 1 Min)

The \_\_\_\_ stage of the product life cycle, generates most sales revenue for the firm.

Answer ( Please select your correct option )

- introduction
- growth
- maturity
- decline

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111:00 Time Left

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- Question No : 20 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "For most companies, the main objective of physical distribution is to"
- Answer section: "Answer ( Please select your correct option )"
- Four radio button options:
  - decrease costs while increasing market coverage.
  - increase service and market coverage.
  - decrease costs while increasing service.
  - increase market coverage and channel power.
- Start Time: 1:42 AM
- Time Left: 11:00
- Page number: 20
- Navigation icons: back, forward, search, etc.
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- Question No : 21 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Many marketers view political forces as:"
- Answer options (radio buttons):
  - beyond their control
  - easily ignored
  - easily influenced
  - simple to recognise
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 21
- Navigation icons: back, forward, search, etc.

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http://localhost/VUTES/client/Instructions.aspx

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VU Examination System (CLIENT) VUTES 6.5 ..... Fall...

Question No : 22 of 60 Marks: 1 (Budgeted Time 1 Min)

Name of the business should:

Answer ( Please select your correct option )

- Be simple
- Indicate the type of the business
- Be familiar
- All of the given options

Start Time: 1:42 AM  
111:00 Time Left

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http://localhost/VUTES/client/Instructions.aspx

File Edit View Favorites Tools Help

VU Examination System (CLIENT) VUTES 6.5 ..... Fall...

Question No : 23 of 60 Marks: 1 (Budgeted Time 1 Min)

Which of the following is true for "tariff"?

Answer ( Please select your correct option )

- It raises the price of imported goods, increasing the demand for domestic substitutes
- It lowers the cost of producing domestic goods
- It offsets the effect of a quota
- It raises the price of domestic goods, lowering the demand for them

Start Time: 1:42 AM

111:00 Time Left

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The screenshot displays a web browser window titled "VU Examination System (CLIENT) VUTES 6.5 :... Fall 2012 (FinalTerm) ..... - Windows Internet Explorer". The address bar shows "http://localhost/VUTES/client/Instructions.aspx". The page content includes:

- Question No : 24 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Ethical behavior is a matter of which of the following?
- Answer ( Please select your correct option )
- Options:
  - Disobeying the rules
  - Juggling standards and business needs
  - Acting on a considered judgment
  - None of the given option
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 24
- Navigation icons: back, forward, search, etc.

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- Question No : 25 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following skill categories is equally important at all levels of the organization?
- Answer ( Please select your correct option )
- Options:
  - Conceptual skills
  - Interpersonal skills
  - Technical skills
  - All of the given options
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 25
- Navigation icons: back, forward, search, etc.

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http://localhost/VUTES/client/Instructions.aspx

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Question No : 26 of 60 Marks: 1 (Budgeted Time 1 Min)

Cultural differences have implications for the development of a marketing mix. Culture includes:

Answer ( Please select your correct option )

- A country's political system and national laws.
- The concepts, values, and tangible items that make up a particular society.
- A measure of a nation's economic standing.
- Quotas on imports and stringent health and safety requirements.

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111:00 Time Left

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- Question No : 27 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which one of the following is considered a social factor influencing the consumer buying decision process?
- Answer ( Please select your correct option )
- Options:
  - Family
  - Opinion leaders
  - Reference groups
  - All of the given options
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 27
- Navigation icons: back, forward, search, etc.

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- Question No : 28 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Personal selling involves the two-way flow of communication between a buyer and seller, often in a face-to-face encounter, designed to influence a person's or a group's:"
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Purchase decision.
  - Self-esteem.
  - Team spirit.
  - Relationship model.
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 28
- Navigation icons: back, forward, search, etc.

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http://localhost/VUTES/client/Instructions.aspx

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VU Examination System (CLIENT) VUTES 6.5 :... Fall...

Question No : 29 of 60 Marks: 1 (Budgeted Time 1 Min)

A marketer that wanted to include detailed explanations in advertisements would be most likely to use:

Answer ( Please select your correct option )

- Radio
- Television
- Outdoor displays
- Magazines

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111:00  
Time Left

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- Question No : 30 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Profit and loss account is also termed as \_\_\_\_\_
- Answer ( Please select your correct option )
- Options:
  - Income statement
  - Balance sheet
  - Trial Balance
  - None of the given options
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 30
- Navigation icons: back, forward, search, etc.

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- Question No : 31 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "A Pakistani seller is sending mangoes shipment from Multan division to different states in Europe. Which of the following concept is related to this transaction?"
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Primary Industry
  - Secondary Industry
  - Trade
  - Aid to trade
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 31
- Navigation icons: back, forward, search, etc.

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- Question No : 32 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Mr. Naeem is running an auto spare parts manufacturing company along with other partners, having the large size of business with a large size of investments. Mr. Naeem is involved in which of the following type of business?"
- Answer instruction: "Answer ( Please select your correct option )"
- Options:
  - Joint Stock Company
  - Sole ownership
  - Partnership
  - Cooperative society
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 32
- Navigation icons: back, forward, search, etc.

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- Question No : 33 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Suppose a group of people join hands together and buy fresh vegetables in bulk and sell them at cheaper prices to their members. Then this form of business is known as:"
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Cooperative society
  - Entrepreneurship
  - Joint stock company
  - Corporation
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 33
- Navigation icons: back, forward, search, etc.

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- Question No : 34 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following are the legal debts, claims, or obligations against the business?
- Answer ( Please select your correct option )
- Options: Assets, Liabilities, Expenses, Revenues
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 34

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- Question No : 34 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following are the legal debts, claims, or obligations against the business?
- Answer ( Please select your correct option )
- Options:
  - Assets
  - Liabilities
  - Expenses
  - Revenues
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 34
- Navigation icons: back, forward, search, etc.

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The screenshot shows a web browser window titled "VU Examination System (CLIENT) VUTES 6.5 ..... Fall 2012 (FinalTerm) ..... - Windows Internet Explorer". The address bar shows "http://localhost/VUTES/client/Instructions.aspx". The page content includes:

Question No : 35 of 60 Marks: 1 (Budgeted Time 1 Min)

Mr. Kamran's current year revenue is Rs. 150, 000/- and expenses incurred by his firm during the same year are of Rs. 225, 000/- It reflects which of the following position of the business?

Answer ( Please select your correct option )

- Earning profit
- Suffering losses
- Facing Bad debts
- Facing insolvency

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- Question No : 36 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following is termed as bookkeeping?
- Answer ( Please select your correct option )
- Options:
  - Recording of accounting transactions
  - Examination of accounting records
  - Measurement of financial information
  - Retention of accounting information
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 36
- Navigation icons: back, forward, search, etc.

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- Question No : 37 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following is NOT concerned with recording of accounting information?
- Answer ( Please select your correct option )
- Options:
  - Accounting
  - Auditing
  - Single entry bookkeeping
  - Double entry bookkeeping
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 37
- Navigation icons: back, forward, search, etc.

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- Question No : 38 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following is defined as large scale information system used for organizing and managing a firm's processes across product lines, departments and geographic locations?
- Answer ( Please select your correct option )
- Options:
  - Expert System
  - Decision Support System
  - Enterprise Resource Planning
  - Electronic Data Interchange
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 38
- Navigation icons: back, forward, search, etc.

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Question No : 39 of 60 Marks: 1 (Budgeted Time 1 Min)

Which of the following types of decisions required the judgment, evaluation, and insights into the problem of the decision makers?

Answer ( Please select your correct option )

- Structured
- Semi structured
- Unstructured
- Overt

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- Question No : 40 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Conversion of message into understandable form is termed as:"
- Answer options:
  - Encoding
  - Decoding
  - Speaking
  - Listening
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 40
- Navigation icons: back, forward, search, etc.

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- Question No : 41 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Pakistan Tobacco Company (PTC) is printing warning labels on the cigarette packs, indicating that 'smoking is harmful to health'. PTC is practicing"
- Answer options:
  - Societal marketing
  - Health marketing
  - Safety marketing
  - Niche marketing
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 41
- Navigation icons: back, forward, search, etc.

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Question No : 42 of 60 Marks: 1 (Budgeted Time 1 Min)

All of the following are characteristics of non verbal communication, EXCEPT:

Answer ( Please select your correct option )

- All behaviors have communicative values
- Nonverbal communication is ambiguous
- Nonverbal communication is specific
- It happens through sensory channels

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Question No : 43 of 60 Marks: 1 (Budgeted Time 1 Min)

Mr. Waqar is a foreman in spinning unit of a cotton mill. He is in need of some financial support from the higher officials of the organization. He submitted his application to the incharge human resource for further processing. This flow of communication is known as:

Answer ( Please select your correct option )

- Parallel
- Horizontal
- Upward
- Downward

At the bottom left, there is a "Start Time: 1:42 AM" and a "Time Left: 111:00" indicator. At the bottom right, there is a navigation bar with a question number "43" and several icons. A large watermark "MADE BY WAQAR SIDDHU" is overlaid on the bottom right of the screenshot.

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- Question No : 44 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Take out all defects from businesses is one of the basic objectives of organizations. This is known as:"
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Zero defects
  - Zero deficits
  - Zero debts
  - Zero scarcity
- Start Time: 1:42 AM
- Time Left: 111:00
- Page number: 44
- Navigation icons: back, forward, search, etc.

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Question No : 45 of 60 Marks: 1 (Budgeted Time 1 Min)

OMORE Ice Cream (manufactured by Engro Foods Limited) is a famous ice cream brand in Pakistan which produces a variety of flavors, including chocolate, vanilla, mango, strawberry, orange, kulfi, caramel as well as many more. The brand OMORE has been established in 2009 and at start it attracts a large number of customers due to its effective promotional efforts and gain profit. Currently its sales are decreasing and company is facing loss. Identify the product life cycle stage for OMORE Ice Cream?

Answer ( Please select your correct option )

Introduction stage

Growth stage

Maturity stage

Decline stage

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- Question No : 46 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Conversion of raw materials (Inputs) into finished goods (Out puts) is called:"
- Answer options:
  - The transformation process
  - Material management
  - Physical distribution
  - Marketing research
- Start Time: 1:42 AM
- Time Left: 110:00
- Page number: 46
- Navigation icons: back, forward, search, etc.

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- Question No : 47 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Per unit fixed cost decreases when \_\_\_\_\_."
- Answer section: "Answer ( Please select your correct option )"
- Four radio button options:
  - Volume of production increase
  - Volume of production decreases
  - Variable cost per unit decreases
  - Variable cost per unit increases
- Start Time: 1:42 AM
- Time Left: 110:00
- Page number: 47
- Navigation icons: back, forward, search, etc.

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- Question No : 48 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Per unit fixed cost increases when \_\_\_\_\_."
- Answer section: "Answer ( Please select your correct option )"
- Four radio button options:
  - Production volume increases
  - Production volume decreases
  - Variable cost per unit decreases
  - Variable cost remains constant
- Start Time: 1:42 AM
- Time Left: 110:00
- Page number: 48
- Navigation icons: back, forward, search, etc.
- Watermark: "MADE BY WAQAR SIDDHU"

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- Question No : 49 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "The preferred method for achieving total quality in process output, is to:"
- Answer options (radio buttons):
  - Rely on a team of highly trained and dedicated inspectors
  - Rely on operator self-inspection and self-correction
  - Build and install an error-proof process and maintain it
  - Perform inspection at the next process
- Start Time: 1:42 AM
- Time Left: 110:00
- Page number: 49
- Navigation icons: back, forward, search, etc.

At the bottom of the browser window, there is a watermark that reads "MADE BY WAQAR SIDDHU".

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- Question No : 50 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following is concerned with the quality of conformance of a process?
- Answer ( Please select your correct option )
- Options:
  - Quality management
  - Quality control
  - Quality assurance
  - Total quality
- Start Time: 1:42 AM
- Time Left: 110:00
- Page number: 50
- Navigation icons: back, forward, search, etc.

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- Question No : 51 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Dalda Foods applying which one of the following distribution strategy to capture its customers in the market?
- Answer ( Please select your correct option )
- Options:
  - Intensive distribution
  - Exclusive distribution
  - Selective distribution
  - Direct distribution
- Start Time: 1:42 AM
- Time Left: 110:00
- Page number: 51
- Navigation icons: info, back, forward, search, print, refresh.

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- Question No : 52 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Same and consistent level of quality is available in each unit of product is known as:"
- Answer section: "Answer ( Please select your correct option )"
- Four radio button options:
  - Performance quality
  - Quality reliability
  - Quality assurance
  - Quality control
- Start Time: 1:42 AM
- Time Left: 110:00
- Page number: 52
- Navigation icons: back, forward, search, etc.

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Question No : 53 of 60 Marks: 3 (Budgeted Time 6 Min)

Define the term "Agent".

Answer ( Please click here to Add Answer )

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Question No : 54 of 60 Marks: 3 (Budgeted Time 6 Min)

Identify the steps of coding and decoding a message in communication process.

Answer ( Please click here to Add Answer )

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Question No : 55 of 60 Marks: 3 (Budgeted Time 6 Min)

What does Total Quality mean for, the way an organization is managed?

Answer ( Please [click here](#) to Add Answer )

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Question No : 56 of 60 Marks: 5 (Budgeted Time 10 Min)

Differentiate between on the job and off the job training. What do you think is the best method of training?

Answer ( Please click here to Add Answer )

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Question No : 57 of 60 Marks: 5 (Budgeted Time 10 Min)

What factors must be considered when choosing among alternative media for promotion of the products and services?

Answer ( Please [click here](#) to Add Answer )

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Question No : 58 of 60 Marks: 5 (Budgeted Time 10 Min)

Mr. Waleed is IT graduate and working in a software development company. He has assigned a task to develop a new information system for a garments manufacturing factory. For this purpose, it is mandatory to evaluate that how different levels of management hierarchy make use of information systems in doing their job, and what will be the effect of new information system on their jobs and organization. How he will do this task?

Answer ( Please click here to Add Answer )

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Question No : 59 of 60 Marks: 5 (Budgeted Time 10 Min)

Define "Market Plan". What are the components of a marketing plan?

Answer ( Please [click here](#) to Add Answer )

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Question No : 60 of 60 Marks: 5 (Budgeted Time 10 Min)

Identify any of the five options which are available to design a layout.

Answer ( Please [click here](#) to Add Answer )

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