

Question No. 4 (20 Marks)

- (a) What distribution methods can a financial services organization utilize? Provide examples to illustrate your answer. **(12 Marks)**
- (b) What are the pricing methods available to marketers? Explain your answer. **(08 Marks)**
(Total 20 Marks)

Question No. 5 (20 Marks)

- (a) How should consumer markets (B2C) be segmented? Provide examples. **(12 Marks)**
- (b) Why are sales promotions often used by marketers? What are the benefits of sales promotions? **(08 Marks)**
(Total 20 Marks)

Question No. 6 (20 Marks)

- (a) What is brand positioning? Identify the methods in positioning brands. **(12 Marks)**
- (b) How important is the understanding of consumer buying behaviour in marketing? Discuss your answer. **(08 Marks)**
(Total 20 Marks)

Question No. 7 (20 Marks)

- (a) Discuss why, in the present global financial meltdown, customers are more price conscious. What are the dangers in marketing products, on price? **(12 Marks)**
- (b) What is “internal marketing” Briefly explain. **(08 Marks)**
(Total 20 Marks)

End of Question Paper
