





## ENGLISH VERSION

**Due on: January 26, 2018**

*(Assignment script is to be presented in the student's own handwriting and A4 size white paper)*

1.
  - (a) Analyze the objectives that a company has to determine for setting prices.
  - (b) Analyze the relationship between price and demand.
  - (c) With adequate example describe how pricing strategies are initiated through perceived value pricing method and geographical pricing method.
  
2.
  - (a) What is a channel of distribution? Enumerate the issues to be considered while identifying the channel alternatives.
  - (b) Describe the services that are provided by distribution channels.
  - (c) For ascertaining proper marketing of a company's products, what type of distribution channel would you suggest?
  
3.
  - (a) Identify the basic goals of advertising.
  - (b) Enumerate the steps necessary for selecting the media for advertising.
  - (c) Mention and explain the various promotional tools that you think are commonly utilized by the marketers of our country as a means of promoting their offers.
  
4.
  - (a) Define inflation. Describe its types and impacts.
  - (b) During inflation what type of marketing techniques do companies adopt?
  - (c) Define recession. Write in details the marketing strategies that a company may adopt during recession.

*Note: Submit your assignment to the Coordinator of the Study Center you are attached with.*