**MGT301 Final Term Exam Papers August-2023**

MGT 301 Date: 15/08/23  
Final Term Spring 23  
Time: 2:30 Pm  
MCQS  
All Conceptual  
Short Questions  
Difference b/w Price and Pricing.  
Service Marketing Traingle  
3 Important factor of psychographic segmentation  
Social Media Marketing  
Bki 2 Conceptual thy  
Long Questions  
Personal Selling or Direct Marketing Difference.