

# **Am I a Marketer or a salesperson? Lost in confusion**

---

A thesis

Presented to

The faculty of

Management Sciences

Bahria Institute of Management & Computer Science, Karachi

---

In Partial Fulfillment

Of the Requirement for the Degree

Master in Business Administration

---

By

**Maira Shahid**

**June 1<sup>st</sup>, 2012**

## ACKNOWLEDGEMENTS

Before anyone else, I would thank Allah Almighty who gave me the courage and strength to complete this study. I would also mention a few individuals who have contributed a lot to my success in completing this study directly and indirectly. First of all I want to thank the project leader of Bahria University Karachi Campus-Mr. Reza H. Syed for directing the program of study. I would also thank my project advisor Mr Mansoor Zakir who mentored me for the completion of this project. I would also like to thank Akif for helping me in data collection and all those who took part in the survey. In the end I would like to mention that I am highly grateful to all the faculty members of Bahria University Karachi campus who taught me through my course of study in the campus. I am grateful because today I have been able to complete this study with the help of all the knowledge that I gained from them. Today I am a proud Bahrian due to the efforts of my teachers and I owe them all the gratitude for guiding me and helping me be a better person in my profession and life otherwise too.

In the end, my special words of thanks are for my family, my mom especially who has always been there for me. Today whatever I am is only because of them. Their love and support has been my driving force and I owe gratitude to them. I am thankful for everything they have done for me and for that they have taught me how to stand on my own feet and be consistent in achieving my goals and be strong in whatever situation comes my way.

## **ABSTRACT**

In the last two decades we have seen a sharp increase in educational sector and big organizations coming to Pakistan to invest. Regardless of the rise in business institutions and the Business industry growing as a whole in Pakistan, there are still some sectors that are struggling to make their own identity, to make their own mark. Even though the fruit of the structure of many organization has already ripen yet many departments and many students are struggling to find their own identity their own marks

The idea of this paper is to identify the confusion in the marketing graduates and in the big names of industry.



**Table of Contents**

**CHAPTER # 1.....15**

**1. Background of the subject / Topic and statement of the problem .....16**

    1.1. Introduction.....16

    1.2. Background.....16

    1.3. STATEMENT OF PROBLEM .....17

SIGNIFICANCE OF THE STUDY .....18

SCOPE .....19

DELIMITATIONS .....19

DEFINITIONS .....19

**CHAPTER # 2.....26**

**2. Research – Methodology & Procedures.....27**

    Research Design .....27

    2.1. Purpose of study .....27

    2.2. Researcher’s Interference .....27

    2.3. Respondents of the study .....27

    2.4. Instruments.....27

    2.5. Primary source .....28

    2.6. Treatment of the data.....28

**CHAPTER # 3.....29**

**3. REVIEW OF THE LITERATURE .....30**

    3.1. Foreign Literature.....30

    Northwestern University’s Kellogg School of Management:.....31

    Local Literature .....31

**4. Views from the industry.....32**

    Newspapers and mass communication channels: .....32

    Telecom Industry : .....32

    Government Sector: .....33

**CHAPTER # 4.....34**

**4 PRESENTATOIN ANALYSIS.....35**

    4.1. INTRODUCTION.....35

4.2. REPOSES .....36

CHAPTER # 5 .....47

5. Summary of findings, Conclusions & Recommendations.....48

5.1 Summary of Finding.....48

5.2 Conclusion .....50

REFERENCES .....52

5. Appendix.....53

Questionnaire.....53