



In the Name of Allāh, the Most Gracious, the Most Merciful

### Paper Pattern

MCQS 40 each 1 mark  
Short 4 each 2 marks  
Short 4 each 3 marks  
long 4 each 5 marks

Question No : 1 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one the following option is related with this statement "Infiltration - slow penetration of selected narrow markets with focus on selected country markets and low share of the overall market."

Answer ( Please select your correct option )

[WWW.VirtualAcademyLive.com](http://WWW.VirtualAcademyLive.com)

☐ Global leader strategy

☐ Global challenger strategy

☐ Global follower strategy

☐ Global niche strategy

correct

**Made by: Waqar Siddhu**

Question No : 2 of 60

Marks: 1 (Budgeted Time 1 Min)

When a company identifies the parts of the market it can serve best and most profitably. Which one of the following factor is in the practice of a company?

Answer ( Please select your correct option )

[WWW.VirtualAcademyLive.com](http://WWW.VirtualAcademyLive.com)

☐ Concentrated marketing

☐ Mass marketing

☐ Targeted marketing

☐ Market segmentation

correct

**Made by: Waqar Siddhu**



Question No : 3 of 60

Marks: 1 (Budgeted Time 1 Min)

When Burger King targets different groups from children and teens to adults and seniors with different ads and media, it is practicing which one of the following segmentation?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Demographic

☐ Age and life cycle

correct

☐ Psychographic

☐ Behavioral

Made by: Waqar Siddhu

Question No : 4 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is NOT a major factor for making firms price decisions?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Environmental factors

☐ Marketing objectives

☐ Past sales

correct

☐ Marketing mix strategy

Made by: Waqar Siddhu

Question No : 5 of 60

Marks: 1 (Budgeted Time 1 Min)

A penetration-pricing policy is particularly appropriate when demand is:

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Increasing

☐ Highly elastic

☐ Highly inelastic

☐ Decreasing

correct

Made by: Waqar Siddhu



Question No : 6 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following advantages reflects the advantage of product bundle pricing?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐

It can promote the sales of products consumers might not otherwise buy

correct

☐

It offers consumers more value for the money

☐

It combines the benefits of the other pricing strategies

☐

It provides a more complete product experience for consumers

Made by: Waqar Siddhu

Question No : 7 of 60

Marks: 1 (Budgeted Time 1 Min)

When there is intense price competition, many companies adopt \_\_\_\_\_ rather than cutting prices to match competitors.

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐

Pricing power

☐

Value-added strategies

correct

☐

Fixed costs

☐

Price elasticity

Made by: Waqar Siddhu

Question No : 8 of 60

Marks: 1 (Budgeted Time 1 Min)

The success of each channel member depends on the performance of which of the following?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐

Key channel members

☐

The entire supply chain

correct

☐

The manufacturer

☐

The wholesaler

Made by: Waqar Siddhu



Question No : 9 of 60

Marks: 1 (Budgeted Time 1 Min)

Fraudulent usage, inability to attract potentially brand-loyal customers and use by current customers but not new customers are believed to be disadvantages of which of the following?

Answer ( Please select your correct option )

[WWW.VirtualAcademyLive.com](http://WWW.VirtualAcademyLive.com)☐ Money refunds☐ Frequent-user incentives☐ Coupons☐ Premiumscorrect**Made by: Waqar Siddhu**

Question No : 10 of 60

Marks: 1 (Budgeted Time 1 Min)

Giving a free sample of a new product by attaching it to the pack of an existing product refers to which one of the following promotion?

Answer ( Please select your correct option )

[WWW.VirtualAcademyLive.com](http://WWW.VirtualAcademyLive.com)☐ On-pack promotion☐ New-product promotion☐ Extra-fill promotion☐ Co-operative discountingcorrect**Made by: Waqar Siddhu**

Question No : 11 of 60

Marks: 1 (Budgeted Time 1 Min)

A growing trend for many companies is to use a group of people from sales, marketing, engineering, finance, technical support and even upper management to service large, complex accounts. It refers to which one of the following approaches?

Answer ( Please select your correct option )

[WWW.VirtualAcademyLive.com](http://WWW.VirtualAcademyLive.com)☐ Department selling☐ Multiple selling☐ Team selling☐ Simultaneous sellingcorrect**Made by: Waqar Siddhu**



Question No : 12 of 60

Marks: 1 (Budgeted Time 1 Min)

Three common techniques are used by sales managers to boost sales force morale. These include the organizational climate, sales quotas and which one of the following is the third technique?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Positive incentive

correct

☐ Positive thinking

☐ Positive recognition

☐ Positive feedback

Made by: Waqar Siddhu

Question No : 13 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is NOT a part of competitive positions?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Market leader

☐ Market challenger

☐ Market follower

☐ Market controller

correct

Made by: Waqar Siddhu

Question No : 14 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one the following option is related with this statement "Innovator in technologies, products and markets with high global share and wide country market coverage"

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Global leader strategy

correct

☐ Global challenger strategy

☐ Global follower strategy

☐ Global niche strategy

Made by: Waqar Siddhu



Question No : 15 of 60

Marks: 1 (Budgeted Time 1 Min)

To attract customers into stores, ABC Company advertises its milk at less than cost, hoping that customers will purchase other groceries as well. It reflects which one of the following pricing strategy?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Special-event pricing

☐ Experience-curve pricing

correct

☐ Superficial discounting

☐ Price-leader pricing

Made by: Waqar Siddhu

Question No : 16 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following are the examples of public relations tools EXCEPT:

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Speeches

☐ Feature articles

correct

☐ Special events

☐ News stories

Made by: Waqar Siddhu

Question No : 17 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is NOT an example of persuasive advertising?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Building brand preference

☐ Explaining how the product works

☐ Persuading customers to receive a sales call

☐ Encouraging the customer to purchase now

correct

Made by: Waqar Siddhu



Question No : 18 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following are disadvantages of magazine advertising EXCEPT:

Answer ( Please select your correct option )

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☐

May be inappropriate mix with magazine content

☐

Lesser reach compared with television

☐

Static images only

☐

Allows for better targeting of audience

correct

Made by: Waqar Siddhu

Question No : 19 of 60

Marks: 1 (Budgeted Time 1 Min)

Nestle Foods, ran an ad promoting its new Nestlé's fruit juice cocktails in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. The magazine:

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐

Served as the channel for communication

correct☐

Was the decoding device

☐

Provided feedback

☐

Was the encoding device

Made by: Waqar Siddhu

Question No : 20 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following examples of items has inelastic demand?

Answer ( Please select your correct option )

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☐

Mercedes

☐

Wheat

correct☐

Diamond

☐

I-pod

Made by: Waqar Siddhu



Question No : 21 of 60

Marks: 1 (Budgeted Time 1 Min)

All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as:

Answer ( Please select your correct option )

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- ☐ Sponsorship
- ☐ Advertising
- ☐ Personal selling
- ☐ Sales promotion

correct

Made by: Waqar Siddhu

Question No : 22 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is TRUE for direct marketing channel?

Answer ( Please select your correct option )

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- ☐ It consists of wholesaler
- ☐ It consists of wholesaler, agent and retailer
- ☐ It consists of wholesaler and retailer
- ☐ It consists of no intermediary

correct

Made by: Waqar Siddhu

Question No : 23 of 60

Marks: 1 (Budgeted Time 1 Min)

Which promotional strategy is designed to build customer demand based on spending a lot on advertising and consumer promotion?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

- ☐ Production strategy
- ☐ Pull strategy
- ☐ Operational strategy
- ☐ Push strategy

correct

Made by: Waqar Siddhu



Question No : 24 of 60

Marks: 1 (Budgeted Time 1 Min)

With reference to E-Marketing, which one of the following can be used to add customer value?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Technology

correct

☐ Virtual business

☐ Market positioning

☐ Brand awareness

**Made by: Waqar Siddhu**

Question No : 25 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is a strategy of causing products to become out of date before they actually need replacement and is a criticism leveled by consumers?

Answer ( Please select your correct option )

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☐ Planned obsolescence

correct

☐ Deceptive pricing

☐ Excessive markup

☐ High pressure selling

**Made by: Waqar Siddhu**

Question No : 26 of 60

Marks: 1 (Budgeted Time 1 Min)

ABC Company and XYZ Company entered into contracts to obtain more economies or sales impact than each could achieve alone. This type of vertical marketing system is classified as:

Answer ( Please select your correct option )

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☐ Corporate VMS

☐ Contractual VMS

correct

☐ Administered VMS

☐ None of the given options

**Made by: Waqar Siddhu**



Question No : 27 of 60

Marks: 1 (Budgeted Time 1 Min)

Big Retailers due to their overwhelming size and influence are exerting greater authority on the producers and wholesalers. This type of vertical marketing system is classified as:

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

- ☐ Corporate VMS
- ☐ Contractual VMS
- ☐ Administered VMS
- ☐ None of the given options

correct

**Made by: Waqar Siddhu**

Question No : 28 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following statements is an example of a problem that may arise in the implementation of the marketing concept?

Answer ( Please select your correct option )

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- ☐ The marketer cannot satisfy all the marketing segments
- ☐ Consumers do not understand what the marketing concept is
- ☐ Dealers do not support the marketing concept
- ☐ A product may fit the needs of too many segments

correct

**Made by: Waqar Siddhu**

Question No : 29 of 60

Marks: 1 (Budgeted Time 1 Min)

In recent times there have been huge advancements in information technology. This era is known as:

Answer ( Please select your correct option )

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- ☐ An old economy
- ☐ Transformation
- ☐ A new world
- ☐ The digital age

correct

**Made by: Waqar Siddhu**



Question No : 30 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is not one of the 4 types of SBUs described by the Boston Consulting Group approach?

Answer ( Please select your correct option )

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☐ Cash Lion

correct

☐ Cash Cow

☐ Star

☐ Dog

Made by: Waqar Siddhu

Question No : 31 of 60

Marks: 1 (Budgeted Time 1 Min)

How do physical distribution firms help companies?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ To stock and move goods from one point to the other

correct

☐ They distribute goods to consumers.

☐ By coordinating the overall value delivery system

☐ They identify sellers and financial intermediaries

Made by: Waqar Siddhu

Question No : 32 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following environment is made up of institutions and other forces affecting society's basic values, perceptions, preferences and behaviors?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Cultural environment

correct

☐ Fictitious environment

☐ Natural environment

☐ Political environment

Made by: Waqar Siddhu



Question No : 33 of 60

Marks: 1 (Budgeted Time 1 Min)

The \_\_\_\_\_ is/are the most important consumer buying organization in society.

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Family

correct

☐ Reference Group

☐ Friends

☐ Teachers

Made by: Waqar Siddhu

Question No : 34 of 60

Marks: 1 (Budgeted Time 1 Min)

The consumer buyer decision process begins with:

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Need recognition

☐ Information search

correct

☐ Evaluation of alternative

☐ Purchase decision

Made by: Waqar Siddhu

Question No : 35 of 60

Marks: 1 (Budgeted Time 1 Min)

MR. Y likes to eat Tuc Biscuits (salty). The maker of Tuc biscuits launched a new line of salty biscuits. MR. Y decided to try this new line of salty biscuits. This behavior of Mr. Y is an example of

Answer ( Please select your correct option )

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☐ Complex Buying Behavior

☐ Variety Seeking Buying Behavior

correct

☐ Dissonance Reducing Buying Behavior

☐ Habitual Buying Behavior

Made by: Waqar Siddhu



Question No : 36 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following characteristics is NOT used in psychographic segmentation?

Answer ( Please select your correct option )

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- ☐ Age
- ☐ Life Style
- ☐ Personality
- ☐ Social Class

correct**Made by: Waqar Siddhu**

Question No : 37 of 60

Marks: 1 (Budgeted Time 1 Min)

Dell Computers formed an alliance with Intel Processors creating marketing synergy. Thus two companies form an alliance to work together, creating a new marketing opportunity. This is an example of

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

- ☐ National Brand
- ☐ Private Brand
- ☐ License brand
- ☐ Co-branding

correct**Made by: Waqar Siddhu**

Question No : 38 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is a type of Geographic pricing?

Answer ( Please select your correct option )

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- ☐ FOB-Origin Pricing
- ☐ Cost based Pricing
- ☐ Value based Pricing
- ☐ None of the given option

correct**Made by: Waqar Siddhu**



Question No : 39 of 60

Marks: 1 (Budgeted Time 1 Min)

Cash and Carry is a type of

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Limited Wholesalers

correct

☐ Agents

☐ Brokers

☐ None of the given option

**Made by: Waqar Siddhu**

Question No : 40 of 60

Marks: 1 (Budgeted Time 1 Min)

In order to get the competitive advantage, we need to carry out \_\_\_\_\_ before designing our competitive marketing strategy.

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Competitor Analysis

correct

☐ SWOT Analysis

☐ PEST Analysis

☐ None of the above

**Made by: Waqar Siddhu**

Question No : 41 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is one of the strategy that firm uses to position themselves in the market?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Entrepreneurial marketing

☐ Formulated marketing

☐ Overall cost-leadership

☐ None of the above

correct

**Made by: Waqar Siddhu**



Question No : 42 of 60

Marks: 1 (Budgeted Time 1 Min)

Rapid penetration of narrow market segments by selective targeting of country markets and small share of overall market is known as:

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Global Niche Strategy

correct

☐ Global Challenger Strategy

☐ Global Leader Strategy

☐ Global Follower Strategy

Made by: Waqar Siddhu

Question No : 43 of 60

Marks: 1 (Budgeted Time 1 Min)

Digital world comprises Value and \_\_\_\_\_.

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Customer

☐ Buyer

☐ None of the given option

☐ Speed

correct

Made by: Waqar Siddhu

Question No : 44 of 60

Marks: 1 (Budgeted Time 1 Min)

Producer and \_\_\_\_\_ are the basic elements of marketing.

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Consumer

correct

☐ Retailer

☐ Manufacturer

☐ Shop keeper

Made by: Waqar Siddhu



Question No : 45 of 60

Marks: 1 (Budgeted Time 1 Min)

Chimney Sweeps is a company that employs people to clean fireplaces and chimneys in homes and apartments. The company offers \_\_\_\_\_ to its customer.

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ servicecorrect☐ product☐ advice☐ idea**Made by: Waqar Siddhu**

Question No : 46 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following steps deals in identifying the problems and defining research objectives in the marketing research process?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Developing the research budget☐ Choosing the research agency☐ Choosing the research method☐ Developing the research plancorrect**Made by: Waqar Siddhu**

Question No : 47 of 60

Marks: 1 (Budgeted Time 1 Min)

If a firm targets several segments and designs specific marketing offering for each segment separately, the firm is practicing:

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Undifferentiated marketing strategy☐ Differentiated marketing strategycorrect☐ Concentrated marketing strategy☐ Custom marketing strategy**Made by: Waqar Siddhu**



Question No : 48 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following allowances is payments to wholesalers or retailers to stock unproven new products?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Stocking allowance

correct

☐ Trade-in allowance

☐ Push money allowance

☐ Promotion allowance

Made by: Waqar Siddhu

Question No : 49 of 60

Marks: 1 (Budgeted Time 1 Min)

\_\_\_\_\_ is the act of setting prices for customers located in different parts of the world.

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Geographic Pricing

☐ Cost based Pricing

☐ Value based Pricing

☐ None of the given option

correct

Made by: Waqar Siddhu

Question No : 50 of 60

Marks: 1 (Budgeted Time 1 Min)

In which of the following advertising a company directly or indirectly compares its brand with one or more other brands?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Informative advertising

☐ Institutional advertising

☐ Reminder advertising

☐ Comparative advertising

correct

Made by: Waqar Siddhu



Question No : 51 of 60

Marks: 1 (Budgeted Time 1 Min)

A measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time refers to which one of the following step of media selection?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Frequency

☐ Impact

☐ Media

☐ Reach

correct

Made by: Waqar Siddhu

Question No : 52 of 60

Marks: 1 (Budgeted Time 1 Min)

Two-way personal communication between salespeople and individual customers whether face-to-face, by telephone, through video or web conferences or by other means, refers to which one of the following?

Answer ( Please select your correct option )

WWW.VirtualAcademyLive.com

☐ Advertising

☐ Persuasive selling

☐ Personal selling

☐ Publicity

correct

Made by: Waqar Siddhu

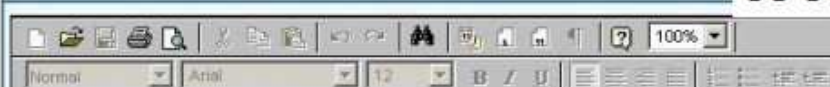
Question No : 53 of 60

Marks: 3 (Budgeted Time 6 Min)

Advertising objectives varies from company to company. Mention the different objectives that marketers can have while designing their advertising strategies.

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

WWW.VirtualAcademyLive.com



Made by: Waqar Siddhu



Question No : 54 of 60

Marks: 3 (Budgeted Time 6 Min)

Define, how or why direct marketing is getting more and more in use?

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

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**Made by: Waqar Siddhu**

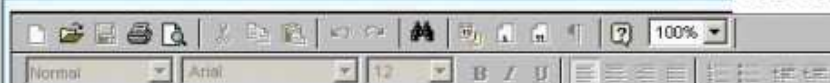
Question No : 55 of 60

Marks: 3 (Budgeted Time 6 Min)

What is the difference between Needs, wants and Demands?

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

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**Made by: Waqar Siddhu**

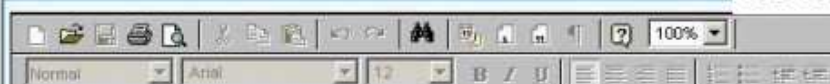
Question No : 56 of 60

Marks: 5 (Budgeted Time 10 Min)

Briefly describe shoddy and unsafe products. How products become unsafe?

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

WWW.VirtualAcademyLive.com



**Made by: Waqar Siddhu**



Question No : 57 of 60

Marks: 5 (Budgeted Time 10 Min)

Explain the stimulus response model of the consumer buying behavior? Does the stimulus response model help the marketers to gain an insight on the consumer buyer behavior?

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

WWW.VirtualAcademyLive.com



**Made by: Waqar Siddhu**

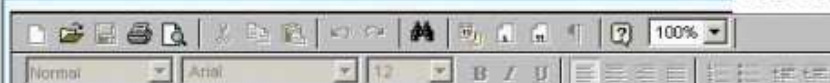
Question No : 58 of 60

Marks: 5 (Budgeted Time 10 Min)

For most customers, price by itself is not the key factor when a purchase is being considered; they also assess product's overall value. You are supposed to give arguments in the favor of this statement.

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

WWW.VirtualAcademyLive.com



**Made by: Waqar Siddhu**

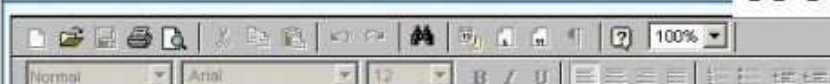
Question No : 59 of 60

Marks: 5 (Budgeted Time 10 Min)

What are the key marketing logistic functions that have a major impact on both customer satisfaction and company cost?

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

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**Made by: Waqar Siddhu**



Question No : 60 of 60

**Marks: 5 (Budgeted Time 10 Min)**

Mr. Danish is a marketing head of credit card department at bank UBL. He is interested in establishing a sales force to market the bank Visa card. What do you understand by the term "sales force" and what steps Mr. Danish will take to manage the sales force?

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

**WWW.VirtualAcademyLive.com**



Made by: Waqar Siddhu

Question No : 60 of 60

**Marks: 5 (Budgeted Time 10 Min)**

Mr. Danish is a marketing head of credit card department at bank UBL. He is interested in establishing a sales force to market the bank Visa card. What do you understand by the term "sales force" and what steps Mr. Danish will take to manage the sales force?

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

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**Made by: Waqar Siddhu**