

ALLAMA IQBAL OPEN UNIVERSITY

Level: Bachelor
Paper: Principles of Marketing (470)
Time Allowed: 03 Hours

Semester: Autumn 2009
Maximum Marks: 100
Pass Marks: 40

Note: ATTEMPT ANY FIVE QUESTIONS. ALL CARRY EQUAL MARKS.

- Q.1
What is meant by marketing? Discuss the future trends in the area of marketing with examples. (20)
- Q.2
a) Differentiate between intrafirm and interfirm environment with examples.
b) Describe the effects of socio-cultural factors on marketing. (10+10)
- Q.3
a) Differentiate between aggregation and market segmentation.
b) Discuss consumer buying behaviour in respect of an urban society with examples. (10+10)
- Q.4
a) What do you understand by the term "Market Penetration"?
b) Differentiate between setting prices on absorption cost basis and those set on marginal cost basis with examples. (10+10)
- Q.5
a) What services retailing units provide to producers and consumers?
b) Describe the role of cellular companies in Pakistan's economy. (10+10)
- Q.6
a) What major strategies wholesaling business should adopt for its success in the current market?
b) Can wholesaling and retailing be eliminated from the marketing activities? Discuss its possible advantages and disadvantages. (10+10)
- Q.7
Differentiate between the following approaches of budgeting of advertising expenditure with examples:
a) affordable approach
b) upper-limit approach
c) percentage of sale approach
d) task or objective approach (5+5+5+5)
- Q.8
What is meant by marketing audit? What are major strengths of marketing audit? (20)