

ALLAMA IQBAL OPEN UNIVERSITY

Level: Bachelor
Paper: Marketing Theory & Practice (138)
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 the difference between “Marketing Management” and “Marketing” (20)
- Q. 2-** Define Major Marketing Stimuli and consumption factors (20)
- Q. 3-** Write note on product life cycle (20)
- Q. 4- a).** What is Market Penetrating Price (20)
- b).** What is target pricing. (20)
- Q. 5-** What are the Principles of chain store Operations (20)
- Q. 6-** What is the Importance of Advertising (20)
- Q. 7-** What is Marketing Research process. (20)
- Q. 8-** How you can develop a Market Segmentation Strategy. (20)