

ALLAMA IQBAL OPEN UNIVERSITY

Level: Bachelor
Paper: **Marketing Management (447)**
Time Allowed: 3 hrs

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

Note: - **ATTEMPT FIVE QUESTIONS. ALL CARRY EQUAL MARKS.**

- Q.1 Outline the basic principles of marketing management.
- Q.2 Justify the need and importance of planning.
- Q.3 Describe the role of marketing audit, their applications and their shortcomings.
- Q.4 Discuss the importance and merit of marketing-information-system.
- Q.5 Explain how the various characteristics of a firm may affect its product line.
- Q.6 What are the various functions performed by whole seller?
- Q.7 What are the methods that may be used to motivate salesmen?
- Q.8 What use can be made of job analysis & descriptions?