

ALLAMA IQBAL OPEN UNIVERSITY

Level: Bachelor
 Paper: **Principles of Marketing (470)**
 Time Allowed: 3 hrs

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

Note: - **ATTEMPT FIVE QUESTIONS. ALL CARRY EQUAL MARKS.**
QUESTION NO (8) IS COMPULSORY.

Q.NO.1	Marketing is exclusively used by business and Trading organizations. Do you agree or disagree? Give your reasons for & against each.
Q.NO.2	Economic environment of a country makes an important impact on the area of marketing. Give appropriate examples.
Q.NO.3	(a) Describe the characteristics of "Corporate image" (b) What do you understand by "Pull & Push" strategy in marketing with reference to advertising?
Q.NO.4	(a) What are the advantages & disadvantages in carrying out research studies through (i) Mailing (ii) Telephone. (b) What is a marketing Audit? Give its advantages.
Q.NO.5	What is a product? And what are the attributes of a product. Also discuss the stages of a product.
Q.NO.6	Define marketing information system. What are the basic objectives of marketing information system?
Q.NO.7	Explain the following marketing concept. i. Market penetration ii. Market skimming iii. Product line pricing strategy iv. Target pricing strategy.
Q.NO.8	<p>(A) Fill in the Blanks</p> <p>i. The problem of _____ its goods is vital to every enterprise. ii. The prices should be in line with what the _____ are willing to pay. iii. _____ are a series of pre- determined prices, which are strictly observed while selling the goods. iv. Under _____ the price includes all the transportation expenses up to the buyer's premises. v. _____ is intended to impel customers toward the purchase of a particular brand of goods.</p> <p>(B) Following statements are True or False.</p> <p>i. According to law of economics if price is increased its demand will also increase. T/F ii Under varying prices system, the prices are changed daily according to the will of seller. T/F iii. Mass advertising appeals to a cross- section of population. T/F iv. The first step in designing and advertisement strategy is to undertake an initial survey of the proposed market. T/F v. A tariff is a system of duties levied against the goods being exported out of the country. T/F</p>

