

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 QUESTIONS CARRY EQUAL MARKS.**

- Q.1  
What is meant by marketing management? Also illustrate functions of marketing management. (20)
- Q.2  
a) Justify the need and importance of planning.  
b) Differentiate between short-term and long-term plans with examples. (10+10)
- Q.3  
Explain the basic principles of organizing which are fundamental to setting up of any organizational structure. (20)
- Q.4  
Justify the importance and effectiveness of control in the marketing management with appropriate examples. (20)
- Q.5  
Describe the role of marketing audits, their applications and their shortcomings with examples. (20)
- Q.6  
Describe the need and role of marketing information systems in an organization. (20)
- Q.7  
What is meant by wholesaling? What are the basic functions of wholesalers? (20)
- Q.8  
Explain the fundamentals of advertising in the selling operations and the relationship between cost and advertising to the gains to be accrued from increased sales. (20)