



**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD  
(Department of Commerce)**

**PRINCIPLES OF MARKETING (470)**

**CHECK LIST**

**SEMESTER: AUTUMN, 2012**

This packet comprises following material:-

1. Text book (one)
2. Assignment No. 1 & 2
3. Assignment forms (Two sets)
4. Schedule for submitting the assignments and tutorial meetings.

If you find anything missing in this packet, please contact at the address given below:

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(Department of Commerce)

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Note:** You are required to solve all questions if you are unable to understand any question of assignment, do seek help from your concerned tutor. But keep in mind that tutors are not supposed to solve the assignment questions for you.

**Course: Principles of Marketing (470)**  
**Level: BA/B.Com**

**Semester: Autumn, 2012**  
**Total Marks: 100**  
**Pass Marks: 40**

**ASSIGNMENT No. 1**  
(Units 1–4)

*Note: All questions are compulsory.*

- Q.1 Define marketing. Describe marketing functions. (20)
- Q.2 Discuss the main element which must be taken into account while formulating marketing strategies. (20)
- Q.3 Differentiate between market aggregation and market segmentation by giving appropriate examples. (20)
- Q.4 Evaluate consumer behaviour in respect of an urban society by giving appropriate examples. (20)
- Q.5 What do you understand by the term "Market Penetration"? Explain in detail. (20)

**ASSIGNMENT No. 2**

**(Units 5–9)**

**Total Marks: 100**

- Q.1 Explain channels of distribution. Explain the role of channels of distribution for the progress of business in Pakistan. (20)
- Q.2 Define wholesaling business. Discuss the six strategies for the success of a wholesaling business. (20)
- Q.3 Describe the "Push" and "Pull" strategies in marketing with reference to advertising. (20)
- Q.4 What is "Marketing Information System"? Also discuss the main objectives of marketing information system (MIS) (20)
- Q.5 Elaborate market segmentation. Also, describe the steps involved in developing the strategy of market segmentation. (20)