

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)**

MARKETING MANAGEMENT (447)

CHECKLIST

SEMESTER: SPRING, 2014

This packet comprises the following material:

1. Text book
2. Assignments No. 1 & 2 along with course outline
3. Assignment Forms (2 sets)
4. Tutorial & assignments schedule

In this packet, if you find anything missing out of the above mentioned material, please contact at the address given below:

*The Mailing Officer,
Mailing Section, Block No. 28,
Allama Iqbal Open University,
H-8, Islamabad.
Phone: 051-9057611, 12*

Muhammad Ayub Shaikh
Course Coordinator

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)

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".**

Course: Marketing Management (447)
Level: BA

Semester: Spring, 2014
Total Marks: 100
Pass Marks: 40

ASSIGNMENT No. 1
(Unit: 1–4)

- Q. 1 What do you understand by marketing of services? (20)
- Q. 2 Describe the steps in marketing planning process. (20)
- Q. 3 Describe the steps involved in an effective marketing research process. (20)
- Q. 4 Discuss how Institutional and Government buyers make their buying decisions? (20)
- Q. 5 What are the elements of control and requirements that are essential for establishing control? Explain. (20)

ASSIGNMENT No. 2
(Units: 5–9)

Total Marks: 100

- Q. 1 Briefly describe the role/importance of marketing information system. Describe its various elements, characteristics, and uses. (20)
- Q. 2 Explain the product life cycle. What should a marketing manager do at maturity stage of a product? Discuss. (20)
- Q. 3 What are the various types of retail stores? Explain. Also discuss the functions of intermediaries. (20)
- Q. 4 What are the objectives to develop a compensation plan for a sales force? Explain, how a compensation plan is developed based on these objectives? Also describe the various elements of a compensation plan. (20)
- Q. 5 (a) Explain the four types of theories of consumer behavior learning. (10)
(b) List and describe the steps of purchasing decision. (10)

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