

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

**PRINCIPLES OF MARKETING
(BA/B.Com. 470)**

CHECKLIST

SEMESTER: SPRING, 2014

This packet comprises the following material: -

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

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

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ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(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".**

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

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

ASSIGNMENT No. 1
(Unit 1–4)

- Q. 1 a. Explain the terms 'Market' and 'Marketing'. Are these terms equivalent? (10)
b. List and discuss various activities which may be performed in the area of marketing. (10)
- Q. 2 Differentiate between small scale and large scale retailing. What factors contribute to development of large scale retailing units? (20)
- Q. 3 Describe the effects of socio cultural environment on the area of marketing. (20)
- Q. 4 Discuss consumer behaviour in respect of an urban society. Use appropriate example. (20)
- Q. 5 What do you understand by pricing strategies? Discuss basic pricing strategies with examples. (20)

ASSIGNMENT No. 2
(Unit 5–9)

Total Marks: 100
Pass Marks: 40

- Q. 1 What do you mean by channel of distribution? Why these channels are necessary? (20)
- Q. 2 Name and discuss any six types of wholesale marketers by giving examples. (20)
- Q. 3 What is Marketing Information System? How is it useful for an organization? (20)
- Q. 4 a. How can companies do effective e-marketing? (10)
b. What decisions do companies take in designing a sales force? (10)
- Q. 5 "Target marketers segment the market into smaller, more homogeneous markets which they may be able to satisfy better than treating everybody alike" Comment. (20)

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