

ALLAMA IQBAL OPEN UNIVERSITY

Level: Bachelor
Paper: Marketing Management (190)
Time Allowed: 03 Hours

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

Note: ATTEMPT ANY FIVE QUESTIONS. ALL CARRY EQUAL MARKS.

- Q: No. 1 What do you understand by marketing of services? Define the nature of services. (20)
- Q. No. 2 Explain different types of target marketing. Give specific examples. (20)
- Q: No. 3 Discuss how to design business portfolios. (20)
- Q: No. 4 What type of marketing strategy is needed to shut down a money losing division? Discuss non recurring decision. (20)
- Q: No. 5 How do cultural values affect purchasing behaviors? Support your answer with examples? (20)
- Q: No. 6 Under what conditions is a company most likely to follow a direct or indirect channel strategy for its distributions? (20)
- Q: No. 7 Describe major concepts and tools of marketing management? (20)
- Q: No. 8 How would you develop an advertising program? Describe major steps involved. (20)