

ALLAMA IQBAL OPEN UNIVERSITY

Level: Bachelor
Paper: Marketing Management (447)
Time Allowed: 03 Hours

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

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

- Q.1 Describe fundamental approaches to marketing management with appropriate examples. (20)
- Q.2 Describe the major features of marketing planning with examples. (20)
- Q.3 Justify the need and importance of organizational structures of two different organizations with appropriate examples. (20)
- Q.4 Describe the elements of control and its requirements that are essential for establishing control in an organization. (20)
- Q.5 Justify the significance of computers and computer-based information systems in the modern marketing management with appropriate examples. (20)
- Q.6 Describe the importance of research to marketing management in different organizations. (20)
- Q.7 Discuss the relationship between employee performance and employee compensation with examples. (20)
- Q.8 What is meant by consumer behaviour? Discuss major theories of learning with appropriate examples. (20)