

ALLAMA IQBAL OPEN UNIVERSITY

Level: Bachelor

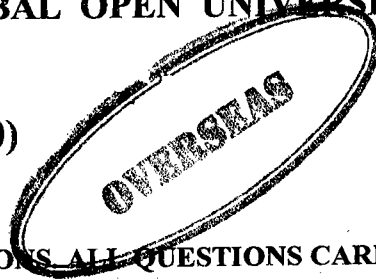
Paper: Principles of Marketing (470)

Time Allowed: 3 hrs

Semester: Spring 2009

Maximum Marks: 100

Pass Marks: 40



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

- Q.1
Describe evolution and historical development of marketing in the world with appropriate examples. (20)
- Q.2
Describe major marketing strategies with examples from different organizations. (20)
- Q.3
What is market segmentation? Describe basis for segmenting consumer markets with examples. (20)
- Q.4
Describe major factors which the marketers must keep in view while fixing prices of their products. (20)
- Q.5
What do you know about distribution channels? Why these distribution channels are necessary? (20)
- Q.6
"Wholesalers and retailers make their own profit and thus increase the prices which the consumers have to pay for the products they purchase". Comment on this statement keeping in view the roles played by wholesalers and retailers in their respective spheres. (20)
- Q.7
a) Describe aggressive and defensive strategies with regard to marketing goals.
b) What do you know about pull and push marketing strategies with reference to advertising? (10+10)
- Q.8
a) What are the advantages and disadvantages in carrying out research studies through mails and telephone?
b) What do you know about depth interviews? (10+10)