

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

**MARKETING MANAGEMENT (447)**

**CHECKLIST**

**SEMESTER: AUTUMN 2013**

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*

*M. 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)**

**Semester: Autumn 2013**

**Level: BA**

**Total Marks: 100**

**ASSIGNMENT No. 1**

**Pass Marks: 40**

**(Units: 1–4)**

- Q. 1 What are the basic functions of marketing manager? (20)
- Q. 2 Describe the nature and contents of a marketing plan. (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 of 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)

