

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**

**(Department of Commerce)**

**PRINCIPLES OF MARKETING (470)**

**CHECKLIST**

**SEMESTER: AUTUMN, 2013**

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: Autumn, 2013  
Total Marks: 100  
Pass Marks: 40

**ASSIGNMENT No. 1**  
(Unit 1-4)

*Note: You are required to attempt all questions if you are unable to understand any question of assignment, do seek help from your concerned tutor. But keep in mind that tutors are not supposed to solve the assignment questions for you.*

- Q. 1 How would you define Marketing? Discuss its importance in business planning and profitability. (20)
- Q. 2 How do banks and insurance organizations function as marketing institution? (20)
- Q. 3 Describe the effects of socio cultural environment on the area of marketing. (20)
- Q. 4 How is the consumer behavior affected by the following factors: (20)  
a) Religion                      b) Education                      c) Occupation
- Q. 5 What do you understand by the term "Market Penetration"? Explain in detail. (20)

**ASSIGNMENT No. 2**  
(Unit 5-9)

**Total Marks: 100**

- Q. 1 "You can eliminate middleman but you cannot eliminate distribution activities". Discuss this statement with examples. (20)
- Q. 2 "Wholesalers and retailers make their own profits and thus increase the prices which the consumers have to pay for the goods they purchase". Comment on the statement keeping in mind the role played by wholesalers and retailers in their respective spheres. (20)

- Q. 3 a) What is the difference between marketing and sales promotion. **(10)**  
b) How would you differentiate publicity from advertising **(10)**
- Q. 4 What is Marketing Information System? How is it useful for an organization? **(20)**
- Q. 5 a) Distinguish between objectives, policies and plans. **(10)**  
b) What general guidelines a company should follow in segmenting a market? **(10)**

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