

# Allama Iqbal Open University, Islamabad

(Early Childhood Education and Elementary Teacher Education Department)

## 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 ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".

Course: Learning Organisation, Marketing and Entrepreneurship (8299)  
Semester: Spring 2025

Level: Postgraduate Diploma of Entrepreneurship in Early Childhood Care and Education

*Please read the following instructions for writing your assignment.*

1. All questions are compulsory and carry equal marks, but within a question, the marks are distributed according to its requirements.
2. Read the questions carefully and then answer them according to the requirements of the question.
3. Handwritten scanned assignments are not acceptable.
4. Upload your typed (in Word or PDF format) assignments on or before the due date.
5. Late assignments can't be uploaded or graded on LMS.
6. Your analysis and synthesis will be appreciated.
7. Avoid irrelevant discussion/information and reproducing from books, study guides or allied material.

**Total Marks: 100**

**Pass Marks: 50**

## ASSIGNMENT No. 1

**Unit: (1 – 4)**

**Note: Attempt all questions. All questions carry equal marks.**

Q.1	Develop a strategic marketing plan to the unique needs and goals of ECE entrepreneurial businesses.	(20)
Q.2	Why is assessing market trends, consumer needs, and industry gaps mandatory for starting your business in ECE?	(20)
Q.3	A successful entrepreneur must be capable of making data-driven decisions. Discuss with a focus on the field of ECE.	(20)

Q.4	Marketing research is a widely used tool to drive innovation, adapt to changing market conditions, and develop marketing strategies. Discuss with special emphasis on ECE.	(20)
Q.5	How can an entrepreneur in ECE understand consumer behaviour? Give examples from real life.	(20)

**Total Marks: 100**

**Pass Marks: 50**

**ASSIGNMENT No. 2**

**Unit: (5 – 9)**

**Note: Attempt all questions. All questions carry equal marks.**

Q.1	What do you understand by compelling and differentiated positioning strategies for providing services in ECE?	(20)
Q.2	Ideation, prototyping, and testing techniques are important factors while establishing a new ECE institution. Give examples from daily life.	(20)
Q.3	Every business faces crises but only those survive which show resilience in hard times. Discuss the statement in the context of an ECE school.	(20)
Q.4	How can social media be used to reach the target parents? Give practicable suggestions in the local context.	(20)
Q.5	Illustrate the significance of promotion in ECE entrepreneurship by giving suggestions and examples from the local context.	(20)