



ALLAMA IQBAL OPEN UNIVERSITY
Semester Terminal Exam Autumn 2020

Program /level:	BBA/Graduation	Maximum Marks	100
Title /Course Code	Principles of Marketing (8407)	Pass marks	50

Instructions for Exams:

1. Attempt All Questions.
2. Write answers in your own words and avoid copying from an internet source or any book.
3. Be precise, avoid unnecessary details, answer to each question must be between 600-800 words.
4. Students are advised to upload their answer sheets/solutions on LMS portal as soon as they complete their answers and not to wait for 8:30 PM.
5. Submissions after due date & time will not be entertained. Attach undertaking with each course code which were allowed to attempt in Urdu.
6. If plagiarism found, Student may be declared fail.

Q. No.	Questions	Marks
1	Differentiate between the concept of marketing and advertising. What do you understand the organizations' environment. Briefly explain five different environments in which marketing operates.	33
2	How marketing information system helps organizations to compete in the contemporary scenario? Support your answer with suitable example. Discuss the objectives of market segmentation and explain all five segmentation approached to achieve marketing objectives	33
3	Some industrial suppliers make above-average profits by offering service, selection and reliability at a premium price. How might these suppliers segment the market to locate customers who are willing to pay more for these benefits? Cite examples of organizations that use each targeting strategy, i.e. undifferentiated, differentiated and concentrated. Discuss why they have chosen this strategy.	34