



ALLAMA IQBAL OPEN UNIVERSITY  
Semester Terminal Exam Autumn 2020

Program /level:	BBA/Graduation	Maximum Marks	100
Title /Course Code	<b>Marketing Management (8423)</b>	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	Covid has shifted entire corporate paradigm. Keeping in view the COVID 19, make a comprehensive environmental scanning of any bank for making an effective marketing strategy. How the analysis will vary if you make the said analysis for March 2019, March 2020, and March 2021. Identify the key variants you will observe with justification. Answer must be supported with the facts.	35
2	You are supposed to make a draft functional level strategy of marketing to be developed for any of organization selected by you on the basis of environmental scanning you did in Q.No.1. Please take into consideration the main areas of marketing	30
3	Market segmentation approaches have changed to a great extent as for as the implementation is concerned. How would you devise an effective plan for segmentation and target market selection for any restaurant in the areas hit badly with the pandemic so that optimal results can be achieved.	35