

# Semester “Spring 2011”

## “Principles of Marketing (MGT301)”

Assignment No. 1

Marks: 20

### “Marketing Functions”

There are eight universal marketing functions which are performed in whole marketing process. These marketing functions comprise of Buying, Selling, Transporting, Storing, Standardizing and Grading, Financing, Collecting information and Risk taking. A scenario is presented to you in this context:

### Scenario

Saleem Enterprise is dealing in manufacturing business. It manufactures motorcycles and other automobiles. Saleem Enterprise wants to expand its business by entering into a new market. For this purpose, necessary information has been collected regarding customer needs and wants of that area. It has also selected some reliable suppliers of raw material which help them to manufacture motorbikes according to customer needs. Saleem Enterprise has taken some loan from the bank for manufacturing the motorbikes. After manufacturing, it launches this bike in the market. For the time being, Saleem Enterprise kept motorbikes in its warehouses so that it can easily be delivered to the customers. Ahmad Rent-a-bike is another enterprise which is involved in renting bikes. It makes a business dealing with Saleem Enterprise and signs an agreement for purchasing 20 motorbikes as per required quality and standards. Saleem Enterprise promises them to deliver 10 bikes in one week time and remaining in next month. After a week, Saleem Enterprise sends 10 bikes to Ahmad Rent-a-bike.

### Question

Below is the table in which you are required to mention the **scenario statements** against their selection of marketing function. You are also required to justify your selection of marketing function in this scenario.

Marketing Function	Scenario Statement (2 marks)*	Justification (2 marks)**
Buying	?	?
Transporting	?	?
Risk Taking	?	?
Storing	?	?
Standardizing and Grading	?	?

\* 2 marks for correct answer

\*\* 2 marks for rational justification

## Important Tips

1. This Assignment can be best attempted from the knowledge acquired after watching video lecture no. 1 to lecture no 7 and reading handouts as well as recommended text book).
2. Video lectures can be downloaded for free from [www.youtube.com/vu](http://www.youtube.com/vu).
3. Answer the questions with logic and what you have learnt so far in MGT301

## Schedule

Opening Date and Time	April 11 , 2011 At 12:01 A.M. (Mid-Night)
Due Date and Time	April 14 , 2011At 11:59 P.M. (Mid-Night)

**Note:** Only in the case of Assignment, *24 Hrs extra / grace period* after the above mentioned due date is usually available to overcome uploading difficulties which may be faced by the students on last date. This extra time should only be used to meet the emergencies and above mentioned due dates should always be treated as final to avoid any inconvenience.

## Important Instructions:

Please read the following instructions carefully before attempting the assignment solution.

### Deadline:

- Make sure that you upload the solution file before the due date. No assignment will be accepted through e-mail once the solution has been uploaded by the instructor.

### Formatting guidelines:

- Use the font style "Times New Roman" and font size "12".
- It is advised to compose your document in MS-Word 2003.
- Use black and blue font colors only.

### Solution guidelines:

- Use APA style for referencing and citation. For guidance search "APA reference style" in Google and read various website containing information for better understanding or visit <http://linguistics.byu.edu/faculty/henrichsen/apa/APA01.html>
- Every student will work individually and has to write in the form of an analytical assignment.
- Give the answer according to question, there will be negative marking for irrelevant material.
- For acquiring the relevant knowledge don't rely only on handouts but watch the video lectures and use other reference books also.

### Rules for Marking

Please note that your assignment will not be graded or graded as Zero (0) if:

- It has been submitted after due date

- The file you uploaded does not open or is corrupt
- It is in any format other than .doc (MS. Word)
- It is cheated or copied from other students, internet, books, journals etc...