

# 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.

#### Answers

Marketing Function	Scenario Statement (2 marks)	Justification (2 marks)
Buying	It has also selected some reliable suppliers of raw material which help them to manufacture motorbikes according to customer needs.	Saleem enterprise will purchase raw material from the suppliers

Transporting	After a week, Saleem Enterprise sends 10 bikes to Ahmad Rent-a-bike.	Saleem enterprise transports bikes by using its distribution channel.
Risk Taking	Saleem Enterprise wants to expand its business by entering into a new market	Entering into a new market is a risk taking function
Storing	For the time being, Saleem Enterprise kept motorbikes in its warehouses so that it can easily be delivered to the customers.	Saleem Enterprise has used warehouse for the storing purpose
Standardizing and Grading	It makes a business dealing with Saleem Enterprise and signs an agreement for purchasing 20 motorbikes as per required quality and standards.	Here Ahmed Rent-a-bike has some requirements and it has made business dealing according to the quality of bikes it needs.