

Bachelor of Commerce

B.Com

CHOICE BASED CREDIT SYSTEM

BCOE – 141: PRINCIPLES OF MARKETING

ASSIGNMENT

2023-2024

Valid from 1st July 2023 to 30th June 2024

Fifth Semester



School of Management Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi -110068



**BACHELOR OF COMMERCE
CHOICE BASED CREDIT SYSTEM
BCOE – 141: PRINCIPLES OF MARKETING
ASSIGNMENT: 2023-24**

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Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course. The assignment has been divided into three sections. Section A Consists of long answer questions for 10 marks each, Section B consists of medium answer questions for 6 marks each and Section C consists of short answer questions for 5 marks each.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in December 2023 Term End Examination they have to submit latest by in 15th October 2023.
2. Those students who are appearing in June 2024 exams. They have to submit the same latest by 15th March 2024.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOE-141
COURSE TITLE	:	PRINCIPLES OF MARKETING
ASSIGNMENT CODE	:	BCOE-141/TMA/2023-24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- 1) Explain the importance of branding in marketing of goods and services. **(10)**
- 2) Explain the term marketing with suitable examples. Discuss the elements of marketing mix and their role in strategy development. **(10)**
- 3) Write the consumer buying decision process in detail. Quote examples where required. **(10)**
- 4) Discuss various channels that are used in physical distribution of goods. Also explain the factors influencing choice of channel. **(10)**
- 5) Discuss in detail the various stages of product life cycle. **(10)**

Section – B

- 6) Briefly explain the various types of marketing environment. **(6)**
- 7) Discuss the role of internet in consumer goods marketing. **(6)**
- 8) Explain the importance of pricing in the marketing mix. **(6)**
- 9) Explain the basic assumptions in Maslow's hierarchy of needs. **(6)**
- 10) Prepare a marketing plan for a company producing a premium car. **(6)**

Section – C

- 11) **Write short notes on:** **(10)**
 - a) STP as a strategic marketing framework.
 - b) Market segmentation
- 12) **Distinguish between the following:** **(10)**
 - a) Broker and commission agent
 - b) Advertising and sales promotion