

AMK - 01

**Bachelor's Degree Programme
(BDP)**

ASSIGNMENT

2022-2023

Elective Course in Commerce

AMK – 01 : Marketing

For July 2022 and January 2023 Admission Cycle



School of Management Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi -110068



Elective Course in Commerce
AMK – 01: Marketing
ASSIGNMENT- 2022-23

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course.

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.

This assignment is valid for two admission cycles (**July 2022 and January 2023**). The validity is given below:

1. Those who are enrolled in **July 2022**, it is valid up to **June 2023**.
2. Those who are enrolled in **January 2023**, it is valid up to **December 2023**.

You have to submit the assignment of all the courses to The Coordinator of your Study Centre. For appearing in June Term-End Examination, you must submit assignment to the Coordinator of your study centre latest by **15th March**. Similarly for appearing in December Term-End Examination, you must submit assignments to the Coordinator of your study centre latest by **15th September**.

TUTOR MARKED ASSIGNMENT

COURSE CODE : **AMK 01**
COURSE TITLE : **MARKETING**
ASSIGNMENT CODE : **AMK-01/TMA/2022-2023**
COVERAGE : **ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

- 1.** What do you mean by market segmentation? Explain the importance of market segmentation. **(20)**

- 2.** What is product life cycle? Discuss the various stages in the life cycle of a product. **(20)**

- 3. Write short notes on the following:** **(4×5)**
 - (a)** Consumer Behavior
 - (b)** Trade Promotion
 - (c)** Ware housing
 - (d)** Services

- 4. Differentiate between the following:** **(4×5)**
 - (a)** Publicity and Advertisement
 - (b)** Selective Distribution and exclusive distribution
 - (c)** Broker and Commission agent
 - (d)** Retailer and Wholesaler

- 5. Comment briefly on the following statement:** **(4×5)**
 - (a)** Marketing is the most important activity of any business.
 - (b)** An effective system of physical distribution greatly helps a firm in achieving its marketing objectives.
 - (c)** Finding an appropriate brand name for a new product is a tricky job.
 - (d)** When a new product is launched in the market, the manufacturer enjoys flexibility in the matter of price setting.