

MMPC-006

Master of Business Administration (MBA)/Master of Business Administration (Online) (MBAOL)/Master of Business Administration (Banking & Finance) MBA (B&F)/ Master of Business Administration (Financial Management) (MBAFM)/ Master of Business Administration (Human Resource Management) (MBAHM)/ Master of Business Administration (Management) (MBAMM)/ Master of Business Administration (Operations Management) (MBAOM)/Post Graduate Diploma in Marketing Management (PGDIMM)/ Post Graduate Diploma in Services Management (PGDISM)

ASSIGNMENT

For

July 2024 and January 2025 Sessions

MMPC-006: Marketing Management

**(Last date of submission for July 2024 session is 31st October, 2024
and for January 2025 sessions is 30th April, 2025)**



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPC-006
Course Title	:	Marketing Management
Assignment Code	:	MMPC-006/TMA/JULY/2024
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2024 session is 31st October, 2024 and for January 2025 sessions is 30th April, 2025.

1. (a) Discuss the terms need, want and demand. Why these terms assume significance for every marketers/business. Discuss.

(b) Discuss the various marketing philosophies that you are familiar with. Highlight their importance and limitations in their evolution process.
2. (a) As a Marketing Manager, when and why you would embark analyzing the marketing environment? Discuss by selecting any product or product category of any FMCG or a consumer durables of your choice. Explain what combination of micro and macro environmental analysis that you would consider and why?

(b) Define a Product and discuss the various classifications that you are familiar with.
- 3.(a) Explain the concept of Product Life Cycle (PLC). Pickup any product/brand of your choice in the recent past where the marketing mix element have changed during the different stages of the PLC. List out all the changes that have occurred during its PLC.

(b) Discuss the elements of promotion mix. Identify the reasons why companies in the current business environment are of the opinion that there is a felt need and necessity of integrating all the elements of marketing communication mix with a strategic intent to compete and stay relevant at any given point of time.

Explain with a example where all the elements of promotion mix/marketing communication are integrated. Select and make SWOT analysis and highlight the importance of integration.

4. (a) Bring out the major differences and similarities if any between product marketing and services marketing.

With the help of internet and the secondary data sources prepare an essay on the reasons for the growth of service sector since 2010-2023. Furnish all the data and details.

- (b) Make a visit to any firm /company in your location or you are familiar with where digital marketing has been adopted. Talk to the manager or the concerned person who is in-charge of the digital marketing activities and collect all the prospects and challenges that are being faced by the firm and the possible solutions for the same.