

MMPC-006

**MBA and MBA (Banking & Finance)**

**MMPC-006: Marketing Management**

**ASSIGNMENT**

*For*

**July 2021 and January 2022 Sessions**

*(Last date of submission for July 2021 Session is 30<sup>th</sup> November 2021 and for  
January 2022 Session is 30<sup>th</sup> April 2022).*



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

---

<b>Course Code</b>	<b>:</b>	<b>MMPC-006</b>
<b>Course Title</b>	<b>:</b>	<b>Marketing Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>MMPC-006/TMA/ 2021-22</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Note:** Attempt all questions and submit this assignment to the coordinator of your study centre.  
*Last date of submission for July 2021 Session is 30<sup>th</sup> November 2021 and for January 2022 Session is 30<sup>th</sup> April 2022.*

1. (a) Discuss your understanding of the term marketing with a suitable example.  
What is the concept of holistic marketing? Explain each of the components and their importance in the exchange process.
- (b) Why and how Segmentation, Targeting and Positioning (STP) concept is used in Marketing? Discuss with an illustration.
2. (a) What is a Product? Discuss the various classifications of products with suitable examples.  
Elaborate the importance of Branding and Packaging decisions with respect to an FMCG product proposed to be launched in the Indian market.
- (b) Discuss the concept of Product Life Cycle (PLC). Explain the various stages of PLC with a consumer durable example of your choice.
3. (a) Distinguish Marketing Communication with Integrated Marketing Communication. How do they differ in terms of their approach in promotional decisions? Explain with an example of any service offering of your choice.  
  
What are the major objectives of Sales Promotion? Explain the Planning process involved in sales promotion programme.
- (b) Discuss the role of Distribution function. How does distribution add value to the marketing effort? Explain with an example.
4. (a) What are the characteristics of services that make them unique from products? Explain each of these characteristics with an example.  
  
What constitutes Digital marketing? Pick up any company of your choice and list down the digital marketing tools used by the firm.
- (b) Explain how Digital Marketing can be used in market penetration and in developing new markets. Discuss with a hypothetical example.