

MS- 06

Management Programme

**ASSIGNMENT
FIRST SEMESTER
(January to June)
2021**

MS - 06: Marketing for Managers



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MS - 06
Course Title	:	Marketing for Managers
Assignment Code	:	MS-06 /TMA/SEM - I/2021
Coverage	:	All Blocks

Note: Attempt all the questions and submit to the coordinator of your study centre on or before 30th April, 2021.

1. (a) Take an example one each from a product and a service offering of your choice and discuss the marketing function as an exchange process between a firm and its customers/client leading to customer satisfaction.

(b) Distinguish product marketing from marketing of services. Explain the characteristics of services that makes them challenging in the process of marketing.
2. (a) Elaborate the concept of a Market Vs the Concept of a segment with suitable illustration.

(b) Why marketing research is of primary importance for a Manager in the decision making process? Discuss.
3. (a) Explain the concept of product life cycle (PLC). Discuss the elements of marketing mix strategies at the different stages of PLC in case of any Industrial product of your choice.

(b) Select any 4 Newspapers (Nation/Regional) advertisements for any specific consumer goods. Evaluate the advertising appeal in each advertisement and identify which need(s) product is supposed to satisfy (according to Maslow's needs of hierarchy).
4. (a) List out the major objectives of pricing policy. Discuss the importance of "Pricing" both for the sellers and buyers in the exchange process. Explain the nature and use of price discounts among FMCG category.

(b) What is Sales forecasting? Discuss why sales forecasting is being considered as one of the grey areas of marketing function of every business.