

Management Programme

**ASSIGNMENT
FOR
January 2022 and July 2022 sessions**

MS - 6: Marketing for Managers

**(Last date of submission for January 2022 session is 30th April, 2022
and for July 2022 session is 31st October,2022)**



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

ASSIGNMENT

Course Code	:	MS-6
Course Title	:	Marketing for Managers
Assignment Code	:	MS-6/TMA/JAN/2022
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for January 2022 session is 30th April, 2022 and for July 2022 session is 31st October, 2022.**

1.
 - a) Explain the term marketing with suitable examples. Discuss the elements of marketing mix and their role in strategy development.
 - b) With the help of secondary data sources (published or internet) try and collect relevant and recent material in the last five years with regard to infrastructure sector which indicates the type of marketing effort is being made to develop and promote infrastructure sector.
2.
 - a) Distinguish between products and services with suitable illustrations. Discuss the concept of service and the reasons for growth of the sector in the last five years (collect data from published and internet sources).
 - b) What is the concept of product life cycle (PLC)? Discuss the various stages of PLC in the following situations.
 - (i) any SUV model of your choice
 - (ii) electric bike
3.
 - a) Explain and discuss the concept of a segment in marketing. Take a hypothetical example of your choice and explain the bases for segmentation and the decision to select its segment.
 - (b) Who is a consumer? Why knowledge of consumer behavior is important for marketers in the design and development of firms offering? Illustrate.
4.
 - a) Explain the importance of branding in marketing of goods and services. Select a suitable brand name and discuss the branding decisions that you would consider in the following situations.
 - (a) a premium soap for men
 - (b) gearless motorcycle for women from a leading manufacturer.
 - b) As a Manager, you have been assigned the task of sales forecasting for the following periods.
 - (a) Short term for – 6 months
 - (b) Midterm for – 2 years
 - (c) Long term for – 4-5 years

How would you go about in undertaking the said task for a small passenger car. Discuss the determinants, approaches and evaluation criteria that you wish to consider. Justify.