

Bachelor of Commerce (General)

B.Com G

CHOICE BASED CREDIT SYSTEM

BCOE – 141: PRINCIPLES OF MARKETING

ASSIGNMENT

2025-2026

Valid from 1st July 2025 to 30th June 2026

Fifth Semester



School of Management Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi -110068



BACHELOR OF COMMERCE (GENERAL)
CHOICE BASED CREDIT SYSTEM
BCOE – 141: PRINCIPLES OF MARKETING
ASSIGNMENT: 2025-26

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course. The assignment has been divided into three sections. Attempt all the three sections.

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.

1. Those students who are appearing in December 2025 Term End Examination they have to submit latest by in 15 October 2025.
2. Those students who are appearing in June 2026 Term End Examination they have to submit latest by in 15 March 2026.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOE-141
COURSE TITLE	:	PRINCIPLES OF MARKETING
ASSIGNMENT CODE	:	BCOE-141/TMA/2025-26
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

(Attempt all the questions. Each question carries 10 marks.)

- 1) You are the marketing manager of a FMCG company launching a new product. How would you use market segmentation and targeting to position this product effectively? **(10)**
- 2) Prepare a SWOT analysis for an Indian e-commerce company like Flipkart, focusing on internal strengths and weaknesses, and external opportunities and threats. **(10)**
- 3) Define product life cycle (PLC). Discuss the marketing strategies suitable for each stage of the PLC with relevant examples. **(10)**
- 4) Explain the factors influencing consumer buying behavior. How can marketers use consumer behavior insights to shape marketing strategies? **(10)**
- 5) Examine the role of social media in modern marketing. What are the opportunities and challenges associated with it? **(10)**

Section – B

(Attempt all the questions. Each question carries 6 marks.)

- 6) Explain the importance of Customer Relationship Management (CRM) in marketing. **(6)**
- 7) How does pricing play a strategic role in the marketing mix? **(6)**
- 8) Discuss the criteria for selecting marketing intermediaries. What challenges do firms face in managing them effectively? **(6)**
- 9) Define services and explain their characteristics. How does marketing of services differ from marketing of goods? **(6)**
- 10) Discuss the importance of Integrated Marketing Communication (IMC). **(6)**

Section – C

(Attempt all the questions. Each question carries 10 marks.)

- 11) **Write short notes on:** **(10)**
 - a) Branding
 - b) Personal selling
- 12) **Distinguish between the following:** **(10)**
 - a) Price skimming and penetration pricing
 - b) Publicity and advertising