

Master of Commerce in Finance & Taxation

M.Com (F&T)

MCO -06: Marketing Management

ASSIGNMENTS

2015-16

For July 2015 and January 2016 admission cycle



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110 068**

Master of Commerce (M.Com)

ASSIGNMENTS – 2015-16

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment for each course.

We are sending the assignments of all the six courses together in this booklet.

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 assignments as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

These assignments are valid for two admission cycles (**July 2015 and January 2016**). The validity is given below:

1. Those who are enrolled in **July 2015**, it is valid upto **June 2016**.
2. Those who are enrolled in **January 2016**, it is valid upto **December 2016**.

In case you are planning to appear in June Term-End Examination, you must submit the assignments to the Coordinator of your Study Centre latest by 15th March, 2016 and if you are planning to appear in December Term-End Examination, you must submit them latest by 15th September, 2016.

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO - 06
Course Title	:	Marketing Management
Assignment Code	:	MCO-06/TMA/2015-16
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. Explain marketing information system and its components with suitable example.
(20)

2. a) Discuss the factors that influence price determination
b) Describe psychological factors that influence buyer behavior.
(10+10)

3. Differentiate between the following:
a) Selling and Marketing
b) Micro and Macro environment
c) Market Skimming Pricing Strategy & Market Penetration Pricing Strategy
d) Advertising and Publicity
(4×5)

4. Discuss various steps in developing effective marketing communication.
(20)

5. Write short notes on the following:
a) Use Related Segmentation
b) Product Mix
c) Product Life Cycle
d) Channel Conflict
(4×5)