

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

**ASSIGNMENT**  
**for**  
**July 2022 and January 2023 sessions**

**MMPC-006: Marketing Management**

*((Last date of submission for July 2022 session is 31<sup>st</sup> October, 2022 and for January 2023 session is 30<sup>th</sup> April, 2023))*



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

## ASSIGNMENT

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<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/JULY/2022</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note:** Attempt all the questions and submit this assignment to the coordinator of your study centre. (Last date of submission for July 2022 session is 31<sup>st</sup> October, 2022 and for January 2023 session is 30<sup>th</sup> April, 2023).

1. (a) Define and discuss the term “Marketing”. Elaborate its scope and significance in an enterprise.  
  
Needs, Wants and Demands are always the starting point for marketing activities. Explain with a suitable example.
- (b) Discuss the various stages involved in the consumer buying process with reference to buying a smart phone brand of your choice.
2. (a) Discuss the product line decisions that a firm should consider to pursue and consolidate its position in the face of competition.
- (b) Discuss the concept of Product Life Cycle. Elaborate the various stages by taking the example of a shaving cream brand of your choice. What alternatives will you suggest for the brand during its decline stage and why? Offer your reasons.
- 3.(a) Discuss the various factors that affect the Pricing decisions in a firm. Explain the three cost oriented pricing approaches that a firm can use in pricing their products/services.
- (b) Enterprises are sensing the need to become more integrated in their marketing communication efforts. Discuss with an example where you have been a part of the integration process or may have come across the said integration.
4. (a) What do you understand by the term Advertising? Discuss the various types of advertising and the major role that advertising plays in the promotion of a firms offering. Explain by taking one example each from a product and a service of your choice.
- (b) Explain the nature and role of Personal Selling. Discuss the steps involved in the selling process by taking an example of a financial software product for a medium enterprises.