Management Programme

ASSIGNMENT
For
January 2023 and July 2023 Sessions

MS-06: Marketing for Managers

**(Last date of submission for January 2023 session is 30th April, 2023
and for July 2023 sessions is 31st October, 2023)**

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UNIVERSITY**

**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/JAN/2023**
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 2023 session is 30th April, 2023 and for July 2023 session is 31st October, 2023.

1. (a) Discuss the meaning and scope of Marketing function. Explain the elements of Marketing mix and their importance in designing Marketing Strategy.

   (b) Elaborate the role of Marketing is a developing country like India and areas of relevance (you may access secondary/internet sources.

2. (a) Discuss the concept of Product Life Cycle (PLC). Explain in what stage of PLC the forming products are:

   i) Any brand of SUV of your choice

   ii) Base mobile phone hand set.

   (b) Who is consumer? Why it is vital to have a good knowledge of consumers and their behavior for marketers? Illustrate with an example.

3. (a) When and why a firm embarks on the idea of a new product development process? Discuss. Explain with reference to any consumer durable company of your choice and the reasons there of.

   (b) Discuss the determinants of pricing for a product/service. Briefly explain various pricing methods used by the marketers and their advantages and limitations.

4. (a) Explain and discuss your understanding of sales forecast. If you were to forecast sales potential for a leading top end mobile brand how would you go about in undertaking the task. Discuss.

   (b) A company is planning to launch a range of multigrain biscuits for health conscious senior citizens category. Suggest a suitable brand name and the distribution strategy for the said product. Give reasons for your choice.