

**Management Programme(MP)/ Master of Business Administration  
(Banking & Finance) (MPB)/Post Graduate Diploma in Marketing  
Management (PGDMM)**

**ASSIGNMENT**

**For**

**January 2024 and July 2024 Sessions**

**MS-06: Marketing for Managers**

**(Last date of submission for January 2024 session is 30<sup>th</sup> April, 2024  
and for July 2024 sessions is 31<sup>st</sup> October, 2024)**



**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>MS - 06</b>
<b>Course Title</b>	<b>:</b>	<b>Marketing for Managers</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-06/TMA/JAN/2024</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 January 2024 session is 30<sup>th</sup> April, 2024 and for July 2024 session is 31<sup>st</sup> October, 2024.**

1. (a) Discuss the meaning, scope and importance of marketing function in an FMCG firm offering a wide range of wellness products for women.  
(b) With the help of internet sources/secondary sources discuss the relevance and functions of marketing function in a developing economy like India.
2. (a) Explain and elaborate the term market segmentation. When and why marketers do consider segmentation strategies? Explain by taking an example of e-bike/scooter.  
(b) Define and discuss the purpose and scope of marketing research. In what situations marketing research assume significance and necessity? Discuss.
3. (a) What is your understanding of the term consumer behavior? Why it is important for marketers to consider consumer behavior in marketing of their products and services. Discuss with an example.  
(b) Distinguish product life cycle and new product development. Explain the various stages of product life cycle by taking an example of any small passenger car of your choice.
4. (a) Discuss the key determinants of pricing. Briefly explain the various pricing methods their benefits and drawbacks of each of these methods.  
(b) Distinguish and explain the term channels of distribution and distribution strategy. Comment on the indirect channels of distribution that marketers can consider in marketing their product.