

**Bachelor's Degree Programme
(BDP)**

**ASSIGNMENT
2020-2021**

**Elective Course in Commerce
AMK – 01 : Marketing**

For July 2020 and January 2021 admission cycle



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110068**



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**Elective Course in Commerce
AMK – 01: Marketing
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Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course.

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.

This assignment is valid for two admission cycles (**July 2020 and January 2021**). The validity is given below:

1. Those who are enrolled in **July 2020**, it is valid up to **June 2021**.
2. Those who are enrolled in **January 2021**, it is valid up to **December 2021**.

You have to submit the assignment of all the courses to The Coordinator of your Study Centre. For appearing in June Term-End Examination, you must submit assignment to the Coordinator of your study centre latest by **15th March**. Similarly for appearing in December Term-End Examination, you must submit assignments to the Coordinator of your study centre latest by **15th September**.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	AMK- 01
COURSE TITLE	:	MARKETING
ASSIGNMENT CODE	:	AMK-01/TMA/2020-2021
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. What is marketing mix? Explain the components of marketing mix with examples. (20)
2. What is market segmentation? Examine the different basis for segmenting market, particularly industrial market (20)
3. **Write short notes on the following:** (4X5)
 - a) Product innovation
 - b) Product life cycle
 - c) Factors influencing price of products and services
 - d) Publicity
4. **Differentiate between the following:** (4X5)
 - a) Marketing concept and Societal concept
 - b) Consumer markets and Organisational markets.
 - c) Product line and Product mix
 - d) Direct channel and Indirect channel of distribution
5. **Comment briefly on the following statement:** (4X5)
 - a) The MRTP Act intends to control concentration of economic power.
 - b) Consumer behaviour is influenced by social factors such as reference group, family, social roles, social status and opinion leaders.
 - c) A seller adopts product diversification by adding a new product to the existing product line or product mix.
 - d) Every product introduced in the market may not succeed.