

AMK - 01

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

ASSIGNMENT

2021-2022

Elective Course in Commerce

AMK – 01 : Marketing

For July 2021 and January 2022 Admission Cycle



School of Management Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi -110068



Elective Course in Commerce
AMK – 01: Marketing
ASSIGNMENT- 2021-22

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 2021 and January 2022**). The validity is given below:

1. Those who are enrolled in **July 2021**, it is valid up to **June 2022**.
2. Those who are enrolled in **January 2022**, it is valid up to **December 2022**.

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 1**
COURSE TITLE : **MARKETING**
ASSIGNMENT CODE : **AMK-01/TMA/2021-2022**
COVERAGE : **ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1. What is marketing environment? Describe the macro environment and micro environment of marketing. (20)
2. What do you understand by the term “discounts and allowances”? Explain various types of discounts and allowances given by the manufacturer to various types of buyers with example. (20)
3. **Write short notes on the following:** (4X5)
 - (a) Societal Concept
 - (b) Brand Repositioning
 - (c) Consumer goods
 - (d) Advertising media
4. **Differentiate between the following:** (4X5)
 - (a) Related and Unrelated product diversification.
 - (b) Predatory pricing and Price discrimination
 - (c) Consumer Markets and Organisational Markets
 - (d) Push and Pull promotion strategies
5. **Comment briefly on the following statement:** (4X5)
 - (a) Skimming price is appropriate for a product that is a realinnovation.
 - (b) A company triesto stimulate sales during the maturity stage by adopting different modificationstrategies.
 - (c) Buying a product is a process encompassing different stages.
 - (d) A channel ofdistribution performs a variety of functions such as transactional, logistical and facilitating functions.