

MS-6

Management Programme

**ASSIGNMENT
SECOND SEMESTER
2017**

MS - 6: Marketing for Managers



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

ASSIGNMENT

Course Code	:	MS-6
Course Title	:	Marketing for Managers
Assignment Code	:	MS-6/TMA/SEM-II/2017
Coverage	:	All Blocks

Note : Attempt all the questions and submit this assignment on or before 31st October, 2017 to the coordinator of your study center.

1.
 - a) Define Marketing and discuss its scope, prospects and challenges for Brick and Mortar marketers in the era of on-line/e- business marketer being successful.
 - b) Elaborate the key elements of marketing mix and explain their significance in strategy formulation by taking an example of a product and a service offering of your choice.
2.
 - a) What do you understand by the term Market Planning? When and why the activity of planning emerges in an enterprise. Elaborate with an example.
 - b) Every product and service offering is faced with competition in the market place the level of competition varies with the product/ service category. In the light of the above what role can marketing research play in helping the firm to maintain and retain its position consistently. Discuss.
3.
 - a) What do you understand by the term “Product”? Discuss at length with suitable illustrations.
 - b) As a Marketing Manager of a consistently growing FMCG company you are advised by the Top management to generate New Product Ideas for a line of wellness products. What methods you would adapt for generating new ideas and why? Discuss briefly the possible New Product Development Strategy for the proposed wellness product category.
4.
 - a) In the above question pertaining to wellness product category and new product development strategy suggest the following and justify giving reasons
 - i) Brand name and packaging
 - ii) Pricing strategy
 - iii) Advertising and Publicity
 - b) Discuss briefly the various sales forecasting methods you are familiar with. Propose a suitable method/s for this following.
 - i) Wellness Products
 - ii) 100 C.C. gearless scooter