

AMK-01

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

**ASSIGNMENT
2012-13**

**Application Oriented Course
AMK-01: MARKETING**

For July 2012 and January 2013 admission cycle



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110 068**

Application Oriented Course AMK-01: Marketing ASSIGNMENT – 2012-13

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 2012 and January 2013.) The validity is given below:

1. Those who are enrolled in **July 2012**, it is valid upto **June 2013**.
2. Those who are enrolled in **January 2013**, It is valid upto **December 2013**.

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**

<p>Note : In case you receive the study material and assignments late, you can submit the assignment responses within one month after receiving the study material.</p>
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TUTOR MARKED ASSIGNMENT

Course Code	:	AMK-01
Course Title	:	Marketing
Assignment Code	:	AMK-01/TMA/2012-13
Assignment Coverage	:	All Blocks

Maximum Marks : 100

Attempt all the questions

1. (a) What is sales promotion? Describe the various sales promotion tools used by marketers.
(b) Explain the concept of product life –cycle (PLC) (10+10)

2. (a) Define culture. How does it influence consumer behavior? explain.
(b) Explain various marketing concepts. (10+10)

3. (a) What is packaging? Explain the various strategies of packaging.
(b) What would be the most suitable channel of distribution for the following products & why?
(i) Television (ii) Milk (iii) Car (iv) Hair oil
(10+10)

4. Differentiate between the following:
(a) Marketing mix and Promotion mix
(b) Brand name and Trade mark
(c) Supplier and Intermediaries
(d) Durable goods and non-durable goods (10+10)

5. Write short notes on the following:
(a) Penetration pricing strategy
(b) Steps in new product development
(c) Family branding
(d) Market segmentation (4×5)