

MS-06

Management Programme

**ASSIGNMENT
SECOND SEMESTER
2014**

MS-06: Marketing for Managers



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

ASSIGNMENT

Course Code	:	MS - 06
Course Title	:	Marketing for Managers
Assignment Code	:	MS-06/TMA/SEM - II/2014
Coverage	:	All Blocks

Note : Attempt all the questions and submit this assignment on or before 31st October, 2014 to the coordinator of your study centre.

1. (a) Distinguish between Product Vs Services Marketing with suitable illustrations.
(b) Briefly explain the various elements required in the formulation of marketing strategy in the followings service offerings :
 - (i) Health Tourism
 - (ii) Cellular Phone Services

2. (a) Discuss the term marketing mix. What makes the elements of marketing mix assume importance in planning the firms market opportunities in capturing market share.
(b) Bring out the significance of Marketing Research in a manufacturing & marketing organization. What are the challenges faced by researcher in understanding M.R. in India? Discuss.

3. (a) What makes a sound and through knowledge of consumer behavior is of utmost importance for every marketer in the current marketing environment. Justify your answer with a suitable example of your choice.
(b) Discuss the concept of Product Life Cycle (PLC) of any FMCG Product of your choice.

4. (a) Briefly explain the steps involved in the selling process by taking any semi industrial product of your choice.
(b) Elaborate with suitable example the importance of distribution channels in marketing of firms product offerings.