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**TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2009-10)**  
**Course: P.G.D. in MARKETING MANAGEMENT**

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**NOTE:** Students are advised to read the separate enclosed instructions before beginning the writing of assignments.

Out of 20 Internal Assignment marks per paper, 5 marks will be awarded for regularity (attendance) to Counseling/ Contact Programme classes pertaining to the paper. Therefore, the topics given below are only for 15 marks each paper.

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**Paper 1: Marketing Management**

1. Explain the Concept of Marketing Mix & Components of Marketing Mix. **5 Marks**
2. Discuss the Marketing Environment & its Relevance for Effective Marketing. **5 Marks**
3. Make a brief note on Product Life Cycle & Pricing Strategy. **5 Marks**

**Paper 2: Agricultural and Rural Marketing**

1. Explain the Marketing Information System & Marketing Research. **5 Marks**
2. Briefly Explain the Different Types of Sampling. **5 Marks**
3. Explain Modules of Consumer Behavior. **5 Marks**

**Paper 3: Services Marketing and Customer Relationship Management**

1. Critically Examine the Factors Affecting the Rural Marketing. **5 Marks**
2. Pricing Strategies for Agricultural Products. **5 Marks**
3. Problems & Prospects of Agricultural Products under Changing Business Environment. **5 Marks**

**Paper 4: Marketing Research and Consumer Behavior**

1. Explain the Elements of Service Marketing Mix. **5 Marks**
2. Make a brief note on Customer Relationship Management & Customer Retention. **5 Marks**
3. Explain the Importance of Segmentation in Service Sector. **5 Marks**

**Paper 5: International Marketing**

1. Ethical and Social Issues in Marketing **5 Marks**
2. Explain International Pricing Policies & Strategies. **5 Marks**
3. Discuss the Functions of Channels of Distribution. **5 Marks**