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**TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2010-11)**  
**Post- Graduate Diploma in MARKETING MANAGEMENT**

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**IMPORTANT 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 Micro and Macro Environment of Marketing. **5 Marks**
2. What are the Strategies towards Market Segmentation? Explain **5 Marks**
3. Write a detailed note on Importance and Functions of Packaging. **5 Marks**

**Paper 2: Agricultural and Rural Marketing**

1. What do you mean by rural Marketing? Explain the scope and nature of rural Marketing in India? **5 Marks**
2. Explain the Marketing mix for Marketing of Fertilizers. **5 Marks**
3. Define Warehouse. Describe the different types of Warehouses and their Importance. **5 Marks**

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

1. Explain the Elements of Service Marketing Mix. **5 Marks**
2. Write a brief note on Customer Relationship Management and Customer Retention. **5 Marks**
3. Discuss the Market Planning Process. **5 Marks**

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

1. Discuss the relationship between Marketing Information System and Marketing Research. **5 Marks**
2. What are the types of Research Design? Explain. **5 Marks**
3. Describe the evolution of the Marketing Concept. **5 Marks**

**Paper 5: International Marketing**

1. Describe how the social and cultural Environment affect the International Business and Marketing. **5 Marks**
2. Explain International Pricing Policies and Strategies. **5 Marks**
3. What is Transfer Pricing? Explain the Various Transfer Pricing Methods? **5 Marks**