TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS: 2017-18

Course: PG Diploma in MARKETING MANAGEMENT

> ***Important Notes:*** *(1) Students are advised to read the separate enclosed instructions before beginning the writing of assignments. (2) 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.*

Paper-1:   MARKETING MANAGEMENT

1. What is the force behind the marketing activities.   *5 Marks*

2. Difference between Brand and Trade mark.   *5 Marks*

3. Describe Marketing strategies for service firms.   *5 Marks*

Paper-2:   Marketing Research and Consumer Behaviour

1. Discuss Need for marketing research.   *5 Marks*

2. Explain Psychological model of Consumer Behaviour.   *5 Marks*

3. Briefly Explain the Application area of marketing research.   *5 Marks*

Paper-3:   Agricultural and Rural Marketing

1. What are the special characteristics of Indian rural market.   *5 Marks*

2. What are the unique characteristics of agricultural inputs marketing in India?.   *5 Marks*

3. Explain briefly the role of organizations and institutions of central government in agricultural marketing.   *5 Marks*

Paper-4:   Service Marketing and Customer Relationship Management

1. Distinguish between services and goods marketing.   *5 Marks*

2. Discuss the Importance of customer relationship.   *5 Marks*

3. Explain briefly the Customer Relationship Management in Indian Companies..   *5 Marks*

Paper-5:   International Marketing

1. What are the demographic factors affecting business environment?.   *5 Marks*

2. What is an advertising? Bring out various objectives of an advertising media.   *5 Marks*

3. What do you mean by channel of distribution? Explain the various kinds of distribution.   *5 Marks*