

**MS-6**

**Management Programme**

**ASSIGNMENT  
FIRST SEMESTER  
2015**

**MS - 6: Marketing for Managers**



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

## **ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>MS-6</b>
<b>Course Title</b>	<b>:</b>	<b>Marketing for Managers</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-6/TMA/SEM-I/2015</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note** : Attempt all the questions and submit this assignment on or before 30<sup>th</sup> April, 2015 to the coordinator of your study center.

1. (a) Distinguish Product Marketing Vs Services Marketing with suitable illustrations.  
(b) The essence of Marketing is a “Transaction”. Explain the underlying meaning of the above statement and give reasons in support of your answer with suitable examples.
  
2. (a) What are the major objectives of promotion strategy in a manufacturing and Marketing organization? Suggest suitable promotion mix in the following categories :
  - i) Banking Services
  - ii) Smart phones
  - iii) Mineral Water(b) Explain the concept of market segmentation. Why do marketing firms undertake such segmentation exercise? Discuss the major advantages and demerits with suitable examples in the recent part.
  
3. (a) Discuss the importance of the Marketing Research function and its application in the current business environment. What are the advantages and disadvantages that a firm accrues. Cite any two examples of your choice in the recent part.  
(b) Distinguish and discuss, cyber marketing from conventional marketing. Discuss the advantages and limitations of cyber marketing.
  
4. (a) What is New Product Development Strategy? As a product executive of a growing FMCG company discuss the various stages in the development process of a new product. You may assume any consumer product category to explain the stages.  
(b) What is the role of Marketing Organization in an enterprise? Discuss the considerations involved in designing a marketing organization for Pan India Operations.