

# **ASSIGNMENT BOOKLET**

**Post Graduate Diploma in Agribusiness  
(PGDAB)**

**January 2025 and  
July 2025 Sessions**



**School of Agriculture  
Indira Gandhi National Open University  
New Delhi -110068**

**Dear Students,**

The Post Graduate Diploma in Agribusiness (PGDAB) consists of 7 theory courses and one project work. The assessment of theory courses is done in two components i.e. continuous assessment (assignment) and term-end examination. The weightage for the term-end examination will be 70 per cent and the weightage for the continuous assessment (assignment) will be 30 per cent. There is one assignment for each theory course, thus a total of seven assignments for the programme. Each assignment will be of 50 marks which ultimately will be converted to have a weightage of 30 % of total marks.

**Before attempting the assignments, please read the following instructions carefully.**

1. First of all, read the assignment /questions and instructions carefully and identify the components of an assignment. You should read the relevant sections and sub-sections of a unit while preparing your responses and write answers in your own words. Your responses should not be a verbatim reproduction of the textual materials/blocks provided for self-learning purposes. We also suggest that you read additional materials available in your study centre or any other library before preparing your responses. But extra reading is not a must to answer these assignments.
2. **On the top of the first page of your answer sheet, please write the details exactly in the following format.**

Enrolment no.: .....  
Name: .....  
Address: .....  
.....

Course Code: .....  
Course Title: .....  
Study Centre: .....  
(Name and Code)  
Date: .....

3. Use foolscap size paper for writing your answer.
4. Leave a 4 cm margin on the top, bottom, and left of your answer sheet.
5. Indicate question no. and part of the question being solved while writing your answers.
6. Assignments have to be sent to the Programme Coordinator of your study centre on or before the last date of submission.
7. **We strongly suggest that you should retain a copy of your assignment responses.**

Wishing you good luck.

### **Assignment -4**

**Course Code: MAM-054**

**Course Title: Marketing Management for Agribusiness**

**January 2025 and July 2025 sessions**

**Maximum Marks: 50**

**Note: Attempt any FIVE questions. All questions carry equal marks.**

1.	Discuss the marketing management philosophies.
2.	What do you mean by the Market Information System? Discuss the advantages of an effective marketing information system.
3.	Define strategic marketing. Discuss the steps in developing an effective marketing mix strategy.
4.	Discuss the meaning and scope of agricultural marketing.
5.	What do you understand by market intervention? Explain the important forms of market intervention.
6.	What is meant by product life cycle? Discuss the stages in the product life cycle.
7.	What do you understand by the intensity of market coverage? What are important elements considered in marketing channel decisions?
8.	Discuss the recent logistics and infrastructure development schemes in India.