

**MAM-054**

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

**ASSIGNMENT  
for  
January 2026 and July 2026 Session**

**MAM-054: MARKETING MANAGEMENT FOR AGRIBUSINESS**



**INDIRAGANDHINATIONALOPENUNIVERSITY MAIDAN  
GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>CourseCode</b>	<b>: MAM-054</b>
<b>Course Title</b>	<b>: Marketing Management for Agribusiness</b>
<b>Assignment Code</b>	<b>: MAM-054/2026</b>
<b>Coverage</b>	<b>: All Blocks</b>

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**Note:**

- Attempt any **FIVE** questions and submit this assignment to the Coordinator of your study centre. Each answer may contain approx. 500 words.
- Evaluation of the assignment follows the letter grading system. Grade A, B, C, D, or E will be awarded in order of performance of learners based on highest (A grade) to lowest (E grade). For details, go through the MBAABM programme guide.

1.	Discuss the marketing management philosophies. Explain the characteristics of marketing.
2.	Explain the role of branding, segmentation, targeting, and positioning strategies in the overall success of the marketing plan.
3.	Discuss the scope and evolution of agricultural marketing. Also, explain its role in economic development.
4.	What do you understand by market intervention in food marketing? Discuss some important forms of market intervention.
5.	Explain the functions of export promotion. Discuss about the institutional set-ups to support export activities.
6.	Discuss the concept and composition of a product. Also, discuss the product life cycle.
7.	Explain the meaning and types of distribution channels. What are the important factors affecting the choice of distribution channels?
8.	Explain the meaning and components of supply chain management.