

**Bachelor of Business Administration
(BBA) in Retailing
IInd Year**

**ASSIGNMENTS
2026-27**



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110 068**



Tutor Marked Assignment (TMA)

Second Year

ASSIGNMENTS – 2026-27

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in each course.

We are sending the assignments for **BRL-006, BRL-007, BRL-008, ECO-01, BCOA-001** and **AMK-01** together.

Assignments are given 30% weightage in the final assessment. To be eligible to appear in the Term-End Examination, it is compulsory for you to submit the assignments as per the schedule. You must submit Assignments to the Coordinator of your study centre before submitting the Term-End Examination Form. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

These assignments are valid for two admission cycles (**July 2026 and January 2027**). The validity is given below:

1. Those who are enrolled in **July 2026**, it is valid upto **June 2027**.
2. Those who are enrolled in **January 2027**, it is valid upto **December 2027**.

You have to submit the assignment of all the courses to The Coordinator of your Study Centre. For appearing in June Term-end Examination, you must submit assignment to the Coordinator of your study centre latest by 15th March. Similarly for appearing in December Term-end Examination, you must submit assignments to the Coordinator of your study centre latest by 15th October.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	AMK 01
COURSE TITLE	:	MARKETING
ASSIGNMENT CODE	:	AMK-01/TMA/2026-2027
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions.

1. Explain the nature and scope of marketing. Discuss the various components of the marketing environment that a marketer must analyse while planning marketing strategy. **(20)**

2. What do you understand by market segmentation? Discuss the various basis for segmenting the consumer market. Also explain the major factors that influence consumer buying behaviour. **(20)**

3. **Write short notes on the following:** **(4×5)**
 - a) Product concepts and classification of products
 - b) New product development process and the product life cycle
 - c) Branding and packaging as marketing tools
 - d) Objectives and methods of pricing

4. **Differentiate between the following:** **(4×5)**
 - a) Trade discount and Cash discount
 - b) MRTP Act and Consumer Protection Act in the context of regulation of prices
 - c) Direct channel of distribution and Indirect channel of distribution
 - d) Intensive distribution and Selective/Exclusive distribution

5. **Comment briefly on the following statements:** **(4×5)**
 - a) Physical distribution is as critical to customer satisfaction as the choice of distribution channel.
 - b) The right promotion mix depends on the nature of the product and the target market.
 - c) Personal selling and sales promotion are complementary, not competing, promotional tools.
 - d) Advertising and publicity both build awareness, but differ in cost and credibility.