Master of Commerce (In Business Policy and Corporate Governance) [M.Com (BP & CG)]

ASSIGNMENT
2026-27

Collaborative Programme of ICSI

MCO-1, MCO-3, IBO-1, IBO-6 & MCO-05

For July 2026 and January 2027 Admission cycle

School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110068

ASSIGNMENTS – 2026-27

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment for each course. We are sending the assignments of all the six courses together in this booklet.

Assignment is 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. 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 20267**. 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.**

In case you are planning to appear in June Term-End Examination, you must submit the assignments to the Coordinator of your Study Centre latest by **15th March** and if you are planning to appear in December Term-End Examination, you must submit them latest by **15th September**.

TUTOR MARKED ASSIGNMENT

Course Code	**:**	**MCO – 06**
Course Title	**:**	**Marketing Management**
Assignment Code	**:**	**MCO - 06 /TMA/2026-27**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

1) Explain the major factors affecting the choice of transportation mode in logistics management. How do product characteristics influence transportation decisions? Illustrate your answer by selecting suitable transportation modes for soft drinks, coal, refrigerators, industrial plants and machinery, and potato chips, with proper justification. **(20)**

2) a) What do you understand by the term "product innovation"? Explain the need for companies to develop new products. **(20)**

b) Provide at least two examples of products in each of the following stages:
   a) Introductory Stage
   b) Growth Stage
   c) Decline Stage

Justify your choices with reasons.

3) Explain the various channels of distribution applicable in a large-sized business organization. How do these channels of distribution add value to the marketing of goods? **(20)**

4) **Differentiate between the following:** **(4×5)**

a) Market Skimming Pricing Strategy and Market Penetration Pricing Strategy
b) Micromarketing and Mass Customization
c) Cumulative Discount and Non-Cumulative Discount
d) Micro and Macro Environments

5) **Write short notes on the following:** **(4×5)**

a) Customer service and cost reduction are the two benchmarks of an effective marketing logistics system.
b) Product Mix
c) Marketing Communication
d) Advantages and disadvantages of Branding