

**Master of Commerce (Online)
(MCOMOL)**

**Second Semester
Assignments**

MCO-06



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



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**Master of Commerce (MCOMOL)
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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 (**January 2025 and July 2025**). The validity is given below:

- 1 Those who are enrolled in **January 2025**, it is valid upto **June 2025**.
- 2 Those who are enrolled in **July 2025**, it is valid upto **December 2025**.

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 October**.

In case, you are not able to submit the assignment during above mentioned period, you are required to submit the new assignment.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	MCO-06
COURSE TITLE	:	MARKETING MANAGEMENT
ASSIGNMENT CODE	:	MCO-06/TMA/2025
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. a) Describe the profile of a company which has adopted the marketing concept. (20)
 b) Classify the different types of intermediaries and provide examples of each type in the context of a consumer goods market.

2. Explain the concept of market segmentation and why it is important for businesses. Identify and describe three different market segmentation strategies and provide an example of a company that uses each strategy effectively. (20)

3. **Write short notes on the following:** (4×5)
 - a) Price determination
 - b) Relationship marketing
 - c) Freud's Psychoanalytical theory of personality
 - d) Publicity strategies

4. **Differentiate between the following:** (4×5)
 - a) production concept and product concept
 - b) Market skimming and penetration pricing strategies.
 - c) Marketing research and marketing information system.
 - d) Brand extension with brand loyalty.

5. **Comment briefly on the following statement:** (4×5)
 - a) “The environment becomes important due to the fact that it is changing and there is uncertainty”.
 - b) Consumer's decision to purchase a product is influenced by a host of factors.
 - c) "Rural markets in India offer huge opportunities and challenges to marketers”
 - d) “There are so many inter-linkages between services and products in several instances.