

Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL)/ Master of Business Administration (Banking and Finance) (MBF)/ Master of Business Administration (Financial Management) (MBAFM)/ Master of Business Administration (Human Resource Management) (MBAHM)/ Master of Business Administration (Marketing Management) (MBAMM) Master of Business Administration (Operations Management) (MBAOM)/Post Graduate Diploma in Marketing Management (PGDIMM)/ Post Graduate Diploma in Service Management (PGDISM)

ASSIGNMENT

For

July 2026 and January 2027 Semesters

MMPC-006: MARKETING MANAGEMENT

**(Last date of submission for July 2026 Semester is 31st October 2026
and for January 2027 Semester is 30th April 2027)**



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPC-006
Course Title	:	Marketing Management
Assignment Code	:	MMPC-006/TMA/JULY/2026
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2026 Semester is 31st October 2026 and for January 2027 Semester is 30th April 2027.

1. Discuss the importance of marketing management in contemporary business environment and explain how companies use market segmentation, targeting, and positioning (STP) strategies to gain competitive advantage with suitable examples.
2. Explain the role of digital marketing and social media marketing in building customer engagement and brand awareness. Discuss any two digital marketing tools used by organizations in India with suitable examples.
3. Define branding and explain the major factors responsible for creating a strong brand image. Discuss how packaging, promotion, and customer experience contribute to brand loyalty.
4. Pricing decisions play an important role in delivering customer value. Explain any two pricing methods used by marketers.
5. **Write short notes on the following:**
 - a) Buying Decision Process
 - b) Product Life Cycle (PLC)
 - c) Integrated Marketing Communication (IMC)
 - d) Ethical Marketing Practices