

MS - 06

Master of Business Administration (Banking & Finance) (MPB)

**ASSIGNMENT
For
January 2025 and July 2025 Sessions**

MS - 06: Marketing for Managers

**(Last date of submission for January 2025 session is 30th April, 2025
and for July 2025 session is 31st October, 2025)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS - 06
Course Title	:	Marketing for Managers
Assignment Code	:	MS - 06/TMA/JAN/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2025 session is 30th April, 2025 and for July 2025 session is 31st October, 2025.

1. Describe the components of physical evidence in case of railways and banks. Also describe the role of service personnel in these organisations. How can customers influence other customers in these service organisations?
2. Take the following consumer products and describe the step-by-step procedure that you will follow in segmenting the market for these products.
 - a) Electric Vehicle (2- Wheeler and 4- Wheeler)
 - b) Cellular Phones
3. Name and describe the different types of groups that may have influenced your behaviour in terms of making a decision:
 - a) To buy a particular brand of refrigerator
 - b) To choose a school/college for your child
4. Selection and development of a new product are very important steps in the Marketing Strategy. Explain briefly the stages through which you would test ideas coming up for new products until the final stage of launching the new product..
5. Write short notes on the following:
 - a) Scope of Marketing Research
 - b) Howard-Sheth Model
 - c) Cyber Marketing