

**Management Programme (MP)/
Master of Business Administration (Banking & Finance) (MPB)/
Post Graduate Diploma in Marketing Management (PGDMM)**

ASSIGNMENT

for

January 2026 and July 2026 Sessions

**(Last date of submission for January 2026 session is 30th April, 2026
and for July 2026 sessions is 31st October, 2026)**

MS-06: Marketing for Managers



**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/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 January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. (a) Define 'Marketing' and distinguish it from mere 'Selling'.
(b) How does social marketing differ from business marketing in terms of objectives, approaches and the applicability of the 'four Ps'?

2. (a) Why marketing mix is an important determinant of a firm's success? What problems a marketer faces in determining a suitable marketing mix?
(b) Discuss the importance of sub-cultures in segmenting the Indian market for food products. Divide India into four regions comprising North, South, West and East and then proceed further

3. (a) Explain the meaning of Product diversification, particularly distinguishing between related and unrelated diversifications.
(b) Explain how the marketing mix has to be changed during the different stages of the product life cycle.

4. (a) Enumerate and explain with examples the various public policy instruments which have a direct bearing on the 4Ps of marketing mix.
(b) As a Business entrepreneur would you perceive consumerism as a Business ethic or a social responsibility? Comment