

MAER

1st to 15th

Master of Arts (Entrepreneurship) (MAER)

**Assignments (MAER 001-015)
(For July, 2026 and January, 2027)**



**School of Vocational Education & Training
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110068**



MASTER OF ARTS (MAER)

ASSIGNMENTS

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 MER-001 to MER-015 Courses**' in this booklet.

Assignment is given **30% weightage** in the final assessment. To be eligible to appear in the Term-End Examination (TEE), 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.

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 or as intimated by the University**.

TUTOR MARKED ASSIGNMENT(TMA)

COURSE CODE	:	MER-009
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COURSE TITLE	:	MARKETING MANAGEMENT
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ASSIGNMENT CODE	:	MER-009/TMA/2026-27
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COVERAGE	:	ALL BLOCKS
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Max Marks: 100

Weightage in TEE: 30 %

Pass marks: 50%

Note: Attempts all the questions:

- 1) What is marketing environment ? Describe the macro and micro environment of marketing. (20 Marks)
- 2) What is Marketing Research? Explain the steps involved in the Marketing Research with examples. (5+15 Marks)
- 3) Write short notes on the following: (4x5 Marks)
 - a) Price determination
 - b) Market Communication
 - c) Personal selling process
 - d) Social marketing
- 4) Comment briefly on the following statement: (4x5 Marks)
 - a) “Marketing help to create awareness about the product among the consumers and helps them in decision making”.
 - b) “Advertising is nothing but salesmanship in print”.
 - c) “An educated buyer makes a better buyer”.
 - d) “Marketing mix strategies should be different at various stages in the Product Life Cycle PLC”.
- 5) Write short notes on any two of the following : 10 each
 - (a) Integrated marketing communication
 - (b) Marketing in internet
 - (c) Individual Branding vs. Umbrella Branding
 - (d) Competition based pricing