



Enrollment No:

Name:

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Phone Number:

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Programme Code:

Course Code:

Course Title:

Assignment Number:

Study Centre Code:

Submission Date:

Signature:



**School of Vocational Education and Training (SOVET)
Indira Gandhi National Open University Maidan Garhi
New Delhi-110068**

Master of Arts (Entrepreneurship) (MAER)

Assignments 2025-2026

For July 2025 and January 2026 admission cycle





**School of Vocational Education and Training
Indira Gandhi National Open University**

**Master of Arts
(Entrepreneurship)
ASSIGNMENTS–2025-2026**

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 **fifteen 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 (**July 2025 and January 2026**).

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** or as per university guidelines provided from time to time on IGNOU website.

TUTORMARKED ASSIGNMENT

COURSE CODE : **MER-009**
COURSE TITLE : **Marketing Management**
ASSIGNMENT CODE : **MER-09/TMA/2025-2026**

COVERAGE : **ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

- 1) Explain the concept to the marketing mix. Critically evaluate the role of each element of the 4Ps with suitable examples. 20
- 2) Discuss the process of setting the price for a new product. What pricing methods can a firm use during the introduction stage? 20
- 3) **Write short notes on the following:** 4 *5=20
 - a) Strategic Marketing Planning
 - b) Brand Equity
 - c) Customer Relationship Management
 - d) SWOT Analysis
- 4) **Differentiate between the following:**
 - a) Advertising and Personal Selling
 - b) Customer Needs and Wants
 - c) Primary Data and Secondary Data in Marketing Research
 - d) Traditional Marketing and Digital Marketing
 - 5) **Comment briefly on the following statement:**
 - a) Customer is the king in modern marketing.
 - b) Customer retentions more profitable than customer question.
 - c) The consumer buying decision is influenced by psychological factors.
 - d) A Well-crafted brand distinguishes a product in the market.