**ASSIGNMENT**

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| **SESSION** | **May 2022** |
| **PROGRAM** | **Master of Commerce** |
| **SEMESTER** | **II** |
| **course CODE & NAME** | **Marketing Management (6203)** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Note:**

* **There will be two sets of assignments for every course, and you must answer all questions in both sets. Average of both assignments’ marks scored by you will be considered as Internal Assessment Marks.**
* **Answers for 10 marks questions should be approximately of 400-500 words.**

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| **Q.No** | **Set – 1**  **Questions** | **Marks** | **Total Marks** |
| ***1.*** | Explain the consumer buying decision process in detail. | **+** | **10** |
| ***2.*** | Describe the impact of marketing environment in business decision with suitable examples. | **+** | **10** |
| ***3.*** | Explain the stages of ‘Product Life Cycle’. | **+** | **10** |
| **Q.No** | **Set – 2**  **Questions** | **Marks** | **Total Marks** |
|  | Write short notes on the following:  A. Tools of sales promotion  B. Publicity and sales promotion | **5+5** | **10** |
|  | Define ‘Marketing Research’. Also, explain its scope. | **2+8** | **10** |
|  | Explain ethical issues in marketing. | **+** | **10** |