

AMK - 01

**Bachelor's Degree Programme
(BDP)**

ASSIGNMENT

2023-2024

Elective Course in Commerce

AMK – 01 : Marketing

For July 2023 and January 2024 Admission Cycle



School of Management Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi -110068



Elective Course in Commerce
AMK – 01: Marketing
ASSIGNMENT- 2023-24

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course.

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 assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

This assignment is valid for two admission cycles (**July 2023 and January 2024**). The validity is given below:

1. Those who are enrolled in **July 2023**, it is valid up to **June 2024**.
2. Those who are enrolled in **January 2024**, it is valid up to **December 2024**.

You have to submit the assignment of all the courses to The Coordinator of your Study Centre. For appearing in June Term-End Examination, you must submit assignment to the Coordinator of your study centre latest by **15th March**. Similarly for appearing in December Term-End Examination, you must submit assignments to the Coordinator of your study centre latest by **15th September**.

TUTOR MARKED ASSIGNMENT

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|------------------------|----------|-----------------------------|
| COURSE CODE | : | AMK– 01 |
| COURSE TITLE | : | MARKETING |
| ASSIGNMENT CODE | : | AMK–01/TMA/2023-2024 |
| COVERAGE | : | ALL BLOCKS |

Maximum Marks: 100

Attempt all the questions:

1. Define market targeting and explain the procedure on how to target different markets? (20)
2. Explain basic methods of price determination. Also discuss the factors influencing pricing. (20)
3. **Write short notes on the following:** (4×5)
 - a) Personal selling
 - b) Cash discount
 - c) Super-market
 - d) Monopoly
4. **Differentiate between the following:** (4×5)
 - a) Marketing and Selling
 - b) Departmental store and Multiple shop.
 - c) Marketing mix and Promotion mix.
 - d) Publicity and Public relations
5. **Comment briefly on the following statement:** (4×5)
 - a) “Marketing communication plays an important role in company's overall marketing process”.
 - b) “Product line refers to all the products offered by a particular seller”.
 - c) “Market skimming makes sense under certain conditions”.
 - d) “All buying decisions start with need recognition”.