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NOTIFICATION

For

PGDMM Learners regarding submission of Home Assignments

This is for information to all Study Centers and Learners under DODL, DU that the student of Post Graduate Diploma Marketing Management (PGDMM) shall have to submit one Home Assignment in each course (paper). Each assignment carries 25 marks. The questions for the Home Assignments are enclosed herewith. At the time of submitting the assignments, please note the following:

- * Write your assignment in A4 size paper neatly, with your own hand- writing on one side of the paper. You may also submit a computer printed copy of your assignments with your signature at the end.
- * Stick to the word limit mentioned in the questions.
- * Keep a margin of about 5 cm on the left side of the paper.
- * You have to submit the assignments directly in the Study Centre wherein you have enrolled yourself.
- * The assignments for a course (paper) should be tagged / stapled together to make a booklet, i.e. a separate booklet for each course (paper).
- * Keep a duplicate or photo copy of the assignment with you (compulsory).
- * The last date of submitting the Assignment is 20th June, 2018 (excluding Sundays)
- * The cover page of your booklet should contain the following Label :

Home Assignment
Name of Study Centre _____
Roll No. _____
Name _____
Programme : PGDMM
Course (Paper) : _____
Session : 2017 -2018
D.U. Registration No. : (If received) _____ of _____
Date of Submission : _____

Sincerely Yours

Sd/-
(Dr. Deba Pallab Rajkhowa)
Director
DODL, D.U

Directorate of Open Distance Learning

DIBRUGARH UNIVERSITY

Post Graduate Diploma in Marketing Management (PGDMM)

ASSIGNMENT QUESTIONS

Paper I (Marketing Management)

Marks 25

1. Describe the terms Segmenting, Targeting and Positioning. Explain the bases of segmentation. (10 Marks)
2. Differentiate between Price Skimming and Penetrated pricing strategy. Explain the factors affecting pricing decisions. (15 Marks)

Paper II (Consumer Behaviour and Marketing Research)

Marks 25

1. You have recently been awarded the Dealership of a reputed Automobile Company for sale of all range of their four wheelers. What different aspects of Consumer Behaviour will you have to take into consideration in trying to optimise your sales? Illustrate your answer with the help of an example. (25 Marks)

Paper III (Advertising and Sales Management)

Marks 25

1. Define 'Advertising'. Discuss Advertising as a Management function in a modern firm. (10 Marks)
2. Discuss the Economic and Social Role of Advertising. (15 Marks)

Paper IV (International Marketing)

Marks 25

1. Define International Marketing. Discuss the product planning strategies in context with Standardisation & Customisation. (10 Marks)
2. Discuss the various market entry strategies in International Marketing. (15 Marks)

Paper V (Service Marketing and Customer Relationship Management)

Marks 25

1. Discuss the following:
 - a. Internal Marketing
 - b. External Marketing
 - c. Integrated Marketing
2. Discuss the GAP Model related to Service Quality. (4*3=12 Marks)
(15 Marks)

Paper VI (Agriculture and Rural Marketing)

Marks 25

1. Briefly explain the characteristics of Rural Markets in India. (10 Marks)
2. State and explain the various types of warehouses used for agricultural produce in India. (10 Marks)
3. Mention the various commodity markets in India? (05 Marks)

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