



Directorate of Open and Distance Learning
Dibrugarh University
Dibrugarh 786004
Website: www.ddedu.org

Ph. 0373-2370207(O)

Email : dde.dibrugarhuniversity@yahoo.in

NOTIFICATION

for
Post Graduate Diploma in Marketing Management (PGDMM) Learners regarding submission of Home Assignments

This is for information to all Study Centers and Learners under DODL, DU that the student of 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 May, 2019 (excluding Sundays)
- * The cover page of your booklet should contain the following Label :

Home Assignment
Name of Study Centre _____
Roll No. _____
Name _____
Programme : PGDMM
Class :
Course (Paper) : _____
Session : 2018 -2019
D.U. Registration No. : (If received) _____ of _____
Date of Submission : _____

Sincerely Yours

Sd/-

(Dr. Deba Pallab Rajkhowa)
Director

DIRECTORATE OF OPEN & DISTANCE LEARNING
DIBRUGARH UNIVERSITY
Post Graduate Diploma in Marketing Management (PGDMM)
ASSIGNMENT QUESTIONS

Paper I (Marketing Management)

Marks 25

1. What are product mix, product line, product line length and product mix width? Discuss with examples drawn from an FMCG Company. **(10 Marks)**
2. Define Retailing. What are its functions? Discuss various types of retailer functioning in the Indian Market with appropriate examples. **(15 Marks)**

Paper II (Consumer Behaviour and Marketing Research)

Marks 25

1. Highlight the importance of interpretation in the overall context of Marketing Research. **(10 Marks)**
2. 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. **(15 Marks)**

Paper III (Advertising and Sales Management)

Marks 25

1. Highlight the Economic and Social Issues in Advertising. **(10 Marks)**
2. Design an advertising campaign for an FMCG company by considering the Indian market, budget, theme and media. **(15 Marks)**

Paper IV (International Marketing)

Marks 25

1. Discuss the complexities in International Marketing. **(10 Marks)**
2. Discuss the functions and various types of International Distribution Channel. **(15 Marks)**

Paper V (Service Marketing and Customer Relationship Management)

Marks 25

1. Analyze the environment in which Service Marketing is performed. **(10 Marks)**
2. State the strategies for the purpose of the matching the demand and supply of service. **(15 Marks)**

Paper VI (Agriculture and Rural Marketing)

Marks 25

1. Comment on the typical problems encountered in capturing consumer demand in Rural India. **(10 Marks)**
2. "Under the market driven economy, Consumer is the boss. Therefore, the bottom-line of all human activities is customer satisfaction and customer service". Comment in context of emerging Rural Markets in India. **(15 Marks)**