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TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2018-19)
Post- Graduate Diploma in
MARKETING MANAGEMENT

IMPORTANT NOTE: Students are advised to read the separate enclosed instructions before beginning the writing of assignments.

Out of 20 Internal Assignment marks per paper, 5 marks will be awarded for regularity (attendance) to Counseling/ Contact Programme classes pertaining to the paper. Therefore, the topics given below are only for 15 marks each paper.

Paper 1: Marketing Management

1. Stages of Product Life Cycle. **5 Marks**
2. Sales promotion tools. **5 Marks**
3. Determinants of Pricing decisions. **5 Marks**

Paper 2: Agricultural and Rural Marketing

1. Role of agricultural prices commission in agricultural marketing. **5 Marks**
2. Factors affecting rural marketing in India. **5 Marks**
3. Role of Co-operative marketing in economic development. **5 Marks**

Paper 3: Services Marketing and Customer Relationship Management

1. Nature and types of services. **5 Marks**
2. Role of personal selling in services communications. **5 Marks**
3. Impact of technology on consumer retention practices of companies. **5 Marks**

Paper 4: Marketing Research and Consumer Behavior

1. Role of external determinants on the buying customer's behavior. **5 Marks**
2. Methods of primary data and secondary data collection. **5 Marks**
3. Procedure of Marketing Research. **5 Marks**

Paper 5: International Marketing

1. Marketing strategies for promoting FMCGs in International markets. **5 Marks**
2. Role of globalization in international marketing of services **5 Marks**
3. Determinants of pricing decisions in International Markets. **5 Marks**