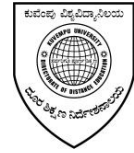




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TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2015-16)  
Post- Graduate Diploma in  
MARKETING MANAGEMENT

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**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.

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**Paper 1: Marketing Management**

1. Types of marketing control. **5 Marks**
2. Need for marketing research in the present competitive market environment. **5 Marks**
3. Factors contributing to the success or failure of a new product. **5 Marks**

**Paper 2: Agricultural and Rural Marketing**

1. Role of warehousing in agricultural marketing. **5 Marks**
2. Major challenges in front of rural marketing. **5 Marks**
3. Role of Co-operative marketing in economic development. **5 Marks**

**Paper 3: Services Marketing and Customer Relationship Management**

1. Role of service sector in economic development of a country. **5 Marks**
2. Role of personal selling in services marketing. **5 Marks**
3. Macro and Micro environmental factors of services marketing. **5 Marks**

**Paper 4: Marketing Research and Consumer Behavior**

1. Distinguish between reference groups and social class. **5 Marks**
2. Ethical issues in marketing research. **5 Marks**
3. Role of marketing information system. **5 Marks**

**Paper 5: International Marketing**

1. Marketing strategies for promoting FMCGs in International markets. **5 Marks**
2. Process of foreign market selection. **5 Marks**
3. Steps in designing the control mechanism for International Markets. **5 Marks**