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TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2016-17)
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. Approaches to study marketing. **5 Marks**
2. Different types of Promotion Strategies. **5 Marks**
3. Determinants of Pricing decisions. **5 Marks**

Paper 2: Agricultural and Rural Marketing

1. Problems of Indian Agricultural market. **5 Marks**
2. Role of warehousing in protecting the interest of farmers. **5 Marks**
3. Objectives and role of Co-operative marketing in economic development. **5 Marks**

Paper 3: Services Marketing and Customer Relationship Management

1. The role of CRM in customer retention. **5 Marks**
2. Relevance of market segmentation in service marketing. **5 Marks**
3. Inter-relationship between CRM and customer satisfaction. **5 Marks**

Paper 4: Marketing Research and Consumer Behavior

1. Importance and Types of Research Design. **5 Marks**
2. Relevance of Consumer Behaviour study for designing Marketing Strategies. **5 Marks**
3. Influencing factors of buyer's behavior. **5 Marks**

Paper 5: International Marketing

1. Marketing strategies for promoting FMCG's in International markets. **5 Marks**
2. 'Online Marketing'. **5 Marks**
3. Determinants of pricing decisions in International Markets. **5 Marks**