



**CENTRE FOR DISTANCE AND
ONLINE EDUCATION
ALIGARH MUSLIM UNIVERSITY, ALIGARH**



ASSIGNMENT COVER PAGE

Session: 2021-2022

Name of Student: - _____

Father's Name and Address: - _____

Aadhar No: - _____

Recent Mobile No: _____

Email-ID: - _____

Name of Course: Diploma in Marketing Management (DMM)

Admission No: - _____ **Enrolment No:-** _____

Paper Title & Code: - _____

NECESSARY INSTRUCTIONS

1. Cover Page must be filled in Capital Letters. All Fields of the Form is compulsory to be filled.
2. Student will provide his/her own working Mobile Number and Email Id for registration and thesame will be used in his/her complete academic sessions.
3. The assignment should be written on A4 size paper and in neat and clean hand writing.
4. The cover page should be stapled at the front of each and every assignment.
5. Assignment has to be submitted at Johnson Compound (Near Exhibition Ground), AMU, Aligarh or Send the Soft Copy of Assignment on cdeonlineassignments@gmail.com
6. Incomplete Assignments will not be accepted.
7. The last date for submission of assignment **21 March, 2022**

CENTRE FOR DISTANCE AND ONLINE EDUCATION

Aligarh Muslim University, Aligarh

Session: 2021-2022

Diploma in Marketing Management (DMM)

Marketing Management (DMM-01)

Total Marks: 70

Attempt any three questions.

1. What are the various functions of marketing?
2. Explain marketing environment and define the need for understanding marketing environment.
3. What is consumer behavior and explain the different models of consumer behavior in brief?
4. What is product life cycle? Explain the concept of product.

CENTRE FOR DISTANCE AND ONLINE EDUCATION

Aligarh Muslim University, Aligarh

Session: 2021-2022

Diploma in Marketing Management (DMM)

Service Marketing (DMM-02)

Total Marks: 70

Attempt any three questions.

1. What are the different elements of service recovery system?
2. Write down the steps involve in service design?
3. Discuss Porter's model in context of Indian modern retail scenario.
4. Explain the importance of service marketing in hospitality sector?

CENTRE FOR DISTANCE AND ONLINE EDUCATION

Aligarh Muslim University, Aligarh

Session: 2021-2022

Diploma in Marketing Management (DMM)

Industrial Marketing (DMM-03)

Total Marks: 70

Attempt any three questions.

1. State the concept of industrial marketing?
2. Explain the models of organizational buyer behavior and their implications on the industrial marketing process.
3. What is marketing research and write down its importance?
4. Explain the concept pricing over the product life cycle?

CENTRE FOR DISTANCE AND ONLINE EDUCATION

Aligarh Muslim University, Aligarh

Session: 2021-2022

Diploma in Marketing Management (DMM)

Advertising and Sales Management (DMM-04)

Total Marks: 70

Attempt any three questions.

1. Discuss the basic concept of advertising?
2. What are the important classification of advertising?
3. What is called integrated marketing communication?
4. Explain and elaborate the structure of a campaign plan?

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Aligarh Muslim University, Aligarh

Session: 2021-2022

Diploma in Marketing Management (DMM)

International Marketing (DMM-05)

Total Marks: 70

Attempt any three questions.

1. **Define international marketing in details.**
2. **Discuss the promotion tools that are available to a marketer who decides to venture in foreign markets?**
3. **Discuss about the different types of pre-shipment finance.**
4. **Discuss some of the pricing methods that may be used for pricing for the international markets.**