



Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE, New Delhi)
NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified
University of Mumbai Recognised Research Centre in Accountancy, Commerce & Business Economics
A Government Approved Hindi Linguistic Minority Institute
54 Years of Sterling Performance in Education

NOTICE

Date: 18/8/ 2026

This is to inform all TYBBI students that the **internal assessment for the course Fundamentals of Marketing Management (40 marks)** will be on the following criteria:

1. **Mandatory class test for 20 marks (conducted in the month of August, 2026).**
2. **1 assignment for 20 marks (Hard copy- 10marks and Viva Voce- 10 marks) will be on:**
 - a) **TYBBI A - 7th September, 2026 in the FT3 from 7.00 am to 9.00 am and**
 - b) **TYBBI - B- 7th September 2026 in the FT4 from 9.20 am to 11.20 am**
3. **Instructions for Assignments:**
 - a) Students have to be present in person for the submission of their assignment
 - b) Submission of assignment to be done on A4 size ruled paper ONLY. **The entire assessment must be handwritten by the student himself in legible handwriting** and stapled together in a booklet format.
 - c) **The Front page (top right hand side) should contain details:**
Name of the student
Roll no.
Class and Division
Semester
Course (Subject)
Date
Name of the assignment.
 - d) Assignment must be of maximum 10 pages.

4. If the student fails to present himself on the given date and time for submission of project and assignment he/ she will be marked ABSENT for the said submission and no further chance will be given.

		
CA Durgesh Kenkre	Ms. Subhashini Naikar	Prof. Dr. D. N. Ganjewar
Coordinator	Vice Principal - SFC	Principal

Assignment Questions

Assignment Instructions-

Students are required to choose any three (3) topics from the list of assignment topics provided below and prepare a detailed assignment on the selected areas.

No.	Assignment Topic
1	Evolution of Marketing: From Traditional to Strategic Marketing – Examine how marketing has evolved over time and compare traditional and strategic approaches to marketing.
2	Role and Importance of Marketing in Modern Business – Discuss the major functions of marketing and analyse its importance in achieving organizational objectives.
3	Marketing Research and Its Role in Business Decision-Making – Examine the marketing research process and explain how research supports effective marketing decisions.
4	Marketing Information Systems and Data Mining in Marketing – Study how organizations use marketing information systems and data mining to understand markets and improve decision-making.
5	Factors Influencing Consumer Buying Behaviour – Analyse the major factors affecting consumer behaviour with suitable examples from the Indian market.
6	Market Segmentation and Target Market Selection – Examine different bases of market segmentation and explain the process of selecting an appropriate target market.
7	Consumer Relationship Management: Strategies for Building Customer Loyalty – Study the concept and techniques of consumer relationship management and their role in customer retention.
8	Marketing Mix and Product Decisions: A Case Study of a Selected Brand – Analyse the marketing mix and major product-related decisions of a selected company or brand.
9	Product Life Cycle: Strategies at Different Stages – Explain the stages of the product life cycle and analyse the marketing strategies appropriate at each stage.
10	Branding and Brand Equity: A Study of a Successful Indian Brand – Examine the components of branding and factors contributing to the development of strong brand equity.
11	Packaging as a Marketing Tool – Study the importance of packaging and analyse how packaging influences product image, differentiation, and consumer purchase decisions.

- 12 **Product Positioning Strategies: A Comparative Study of Competing Brands** – Compare the positioning strategies adopted by two competing brands in a selected product category.
- 13 **Pricing Strategies in Competitive Markets** – Examine the objectives and factors influencing pricing and analyse different pricing strategies used by businesses.
- 14 **Marketing Channels: Traditional vs. Contemporary Distribution Channels** – Compare traditional and contemporary marketing channels and evaluate their effectiveness in reaching consumers.
- 15 **Supply Chain Management and Its Role in Marketing** – Examine the components of supply chain management and explain its importance in ensuring product availability and customer satisfaction.
- 16 **Integrated Marketing Communication (IMC): A Case Study of a Brand Campaign** – Analyse how a selected brand integrates different promotional tools to communicate effectively with customers.
- 17 **Promotion Mix of a Selected Brand** – Examine the various elements of the promotion mix used by a selected brand and evaluate their effectiveness.
- 18 **Changing Trends in Sales Management and Personal Selling** – Study emerging trends in selling and identify the skills required for effective personal selling in the contemporary business environment.
- 19 **Marketing Ethics and Unethical Marketing Practices** – Examine common unethical practices in marketing and their impact on consumers, businesses, and society.
- 20 **Role of Consumer Organizations in Protecting Consumer Interests** – Study the role played by consumer organizations in creating awareness and protecting consumers against unfair marketing practices.
- 21 **Competitive Strategies of Market Leaders, Challengers, Followers, and Nichers** – Compare the competitive strategies adopted by different types of market players using suitable examples.
- 22 **Rural Marketing in India: Opportunities, Challenges, and Strategies** – Examine the characteristics of the Indian rural market and analyse strategies for effective rural marketing.
- 23 **Digital Marketing and Emerging Trends in India** – Study major developments in digital marketing and analyse how they are changing the relationship between brands and consumers.
- 24 **Green Marketing and Sustainable Business Practices** – Examine the concept and importance of green marketing and analyse how businesses use environmentally responsible marketing practices.
- 25 **Challenges Faced by Marketing Managers in the 21st Century** – Analyse major technological, competitive, social, and consumer-related challenges faced by contemporary marketing managers.

- 26 **Careers in Marketing and Skills Required for Marketing Professionals** – Explore major career opportunities in marketing and identify the skills and competencies required for success.
- 27 **Success Stories of Indian Brands: Factors Behind Their Growth** – Select successful Indian brands and analyse the major marketing factors contributing to their success.
- 28 **Failure of Brands in India: A Case Study** – Select a brand that failed or significantly declined in the Indian market and analyse the marketing factors that contributed to its failure.