

**ASSIGNMENT BOOKLET**

**Post Graduate Diploma in Agribusiness  
(PGDAB)**

**January 2024 sessions  
and  
July 2024 Sessions**



**School of Agriculture  
Indira Gandhi National Open University  
New Delhi -110068**

**Dear Learners,**

The Post Graduate Diploma in Agribusiness (PGDAB) consists of 7 theory courses and one project work. The assessment of theory courses is done in two components i.e. continuous assessment (assignment) and term-end examination. The weightage for the term-end examination will be 70per cent and the weightage for the continuous assessment (assignment) will be 30per cent. There is one assignment for each theory course, thus a total of seven assignments for the programme. Each assignment will be of 50 marks which ultimately will be converted to have a weightage of 30 % of total marks.

**Before attempting the assignments, please read the following instructions carefully.**

1. First of all, read the assignment /questions and instructions carefully and identify the components of an assignment. You should read the relevant sections and sub-sections of a unit while preparing your responses and write answers in your own words. Your responses should not be a verbatim reproduction of the textual materials/blocks provided for self-learning purposes. We also suggest that you read additional materials available in your study centre or any other library before preparing your responses. But extra reading is not a must to answer these assignments.
2. **On the top of the first page of your answer sheet, please write the details exactly in the following format.**

Enrolment no.: .....

Name: .....

Address: .....

.....

Course Code: .....

Course Title: .....

Study Centre: .....

(Name and Code)

Date: .....

3. Use foolscap size paper for writing your answer.
4. Leave a 4 cm margin on the top, bottom, and left of your answer sheet.
5. Indicate question no. and part of the question being solved while writing your answers.
6. Assignments have to be sent to the Programme Coordinator of your study centre.
7. **We strongly suggest that you should retain a copy of your assignment responses.**

Wishing you good luck.

## Assignment -4

Course Code: MAM-054

Course Title: Marketing Management for Agribusiness

Maximum Marks: 50

Note: Attempt any FIVE questions. All questions carry equal marks.

1.	What do you understand by marketing? Discuss the characteristics of marketing.
2.	Discuss the concept of a market information system. Explain the advantages of an effective marketing information system.
3.	What is meant by buying behaviour? Explain the factors that influence consumer buying decisions.
4.	Explain the micro-macro environmental forces that influence the agricultural marketing system.
5.	Discuss about important documents needed for exports.
6.	Discuss the steps in the new product development process.
7.	What is geographical pricing? Discuss the important geographical pricing policies.
8.	What is meant by promotional mix? Explain the factors affecting the promotional mix strategy.