ASSIGNMENT

CourseCode	**:**	**MAM-054**
Course Title	**:**	**Marketing Management for Agribusiness**
Assignment Code	**:**	**MAM-054/2026**
Coverage	**:**	**All Blocks**

Note:

- Attempt any **FIVE**questions and submit this assignment to the Coordinatorof your studycentre. Each answer may contain approx. 500 words.
- Evaluation of the assignment follows the letter grading system. Grade A, B, C, D, or E will be awarded in order of performance of learners based on highest (A grade) to lowest (E grade). For details, go through the MBAABM programme guide.

1.	Discuss the marketing management philosophies. Explain the characteristics of marketing.
2.	Explain the role of branding, segmentation, targeting, and positioning strategies in the overall success of the marketing plan.
3.	Discuss the scope and evolution of agricultural marketing. Also, explain its role in economic development.
4.	What do you understand by market intervention in food marketing? Discuss some important forms of market intervention.
5.	Explain the functions of export promotion. Discuss about the institutional set-ups to support export activities.
6.	Discuss the concept and composition of a product. Also, discuss the product life cycle.
7.	Explain the meaning and types of distribution channels. What are the important factors affecting the choice of distribution channels?
8.	Explain the meaning and components of supply chain management.

1. Discuss the marketing management philosophies. Explain the characteristics of marketing.

Answer:

Marketing management philosophies are the basic approaches that guide a firm in deciding what to produce, how to sell it and how to satisfy its customers. These philosophies have developed from an internal production focus to a broader concern for customers and society.

Marketing management philosophies

1. Production concept: This concept assumes that customers prefer products that are widely available and affordable. Management therefore concentrates on large-scale production, efficient operations and wide distribution so that unit costs can be reduced. It is useful where demand exceeds supply or where lower cost is a major buying consideration, but it may ignore changing customer preferences.

2. Product concept: The product concept assumes that customers favour products offering superior quality, performance or features. The firm therefore gives high importance to product improvement and technical excellence. Its limitation is that a good product alone may not succeed if it does not solve the customer problem or is not supported by suitable price, distribution and promotion.

3. Selling concept: Under this philosophy, consumers are assumed not to buy enough unless the firm makes strong selling and promotional efforts. It is common for unsought products or when a firm has excess capacity. The approach can generate short-term sales, but excessive dependence on persuasion may fail to build lasting customer satisfaction and loyalty.

4. Marketing concept: The marketing concept starts with the needs, wants and demands of a clearly identified target market. The firm designs an appropriate offering and marketing mix, and seeks to satisfy customers more effectively than competitors. The emphasis is on producing what can be sold rather than merely selling what has already been produced. Customer satisfaction becomes the basis of long-term profit and growth.

5. Societal marketing concept: This philosophy extends the marketing concept by considering the long-term welfare of society along with customer satisfaction and organisational objectives. A business should meet customer needs profitably, but should also consider issues such as health, safety, environmental effects, responsible resource use and social well-being.