

**(MBA III YEAR – MARKETING MANAGEMENT/PGDMM)
HOME ASSIGNMENTS FOR MANAGEMENT PROGRAMME**

Course Title – Consumer Behavior

Course Code : MS-61

First Assignment Code – MS-61/2007/I

Coverage : Blocks 1, 2 & 3

Note : Attempt all the Questions.

- Q.1 Discuss the major determinants of Consumer Behaviour.
 - Q.2 Examine Consumer Involvement with reference to Dining Table, Cell Phone and Truck Tyres.
 - Q.3 Examine the concept of culture and sub-culture in the context of Indian Car Market.
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Second Assignment Code – MS-61/2007/II

Coverage : Blocks 4 & 5

Note : Attempt all the Questions.

- Q.1 Explain the concept of information processing while purchasing vehicle.
 - Q.2 Discuss the Psycho-analytic model of Buyer Behaviour.
 - Q.3 Analyse the Howard-Sheth Model in purchasing a TV Set.
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Course Title – Sales Management

Course Code : MS-62

First Assignment Code – MS-62/2007/I

Coverage : Blocks 1 & 2

Note : Attempt all the Questions.

- Q.1 Describe key decision areas in sales management.
 - Q.2 Describe the process of selling with examples.
 - Q.3 Explain the process of Negotiation.
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Second Assignment Code – MS-62/2007/II

Coverage : Blocks 3, 4 & 5

Note : Attempt all the Questions.

- Q.1 What are the basic components of motivation package for sales force.
 - Q.2 Discuss the types and process of setting Sales Quota.
 - Q.3 Discuss the methods of Training for sales force.
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Course Title – Product Management**Course Code : MS-63**

First Assignment Code – MS-63/2007/I

Coverage : Blocks 1, 2 & 3

Note : Attempt all the Questions.

- Q.1 Explain the concept of PLC and related strategies for different stages of PLC.
 - Q.2 Describe the important criteria and methods used to evaluate brands in Indian context.
 - Q.3 Explain important product line decisions.
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Second Assignment Code – MS-63/2007/II

Coverage : Blocks 4 & 5

Note : Attempt all the Questions.

- Q.1 Illustrate the concept of Pretest marketing and test marketing.
 - Q.2 What are the steps involved in the launch of a new product in the market? Explain.
 - Q.3 Analyse the reasons of a product failure.
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Course Title – International Marketing**Course Code : MS-64**

First Assignment Code – MS-64/2007/I

Coverage : Blocks 1, 2 & 3

Note : Attempt all the Questions.

- Q.1 Examine the Issues pertaining to International Marketing.
 - Q.2 Critically analyse the role of service Institutions in developing the International Trade.
 - Q.3 Examine present Export-Import Policy of India.
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Second Assignment Code – MS-64/2007/II

Coverage : Blocks 4 & 5

Note : Attempt all the Questions.

- Q.1 Why an advertisement suitable for one market may not be successful for others. Explain.
 - Q.2 Examine media strategy for overseas market.
 - Q.3 Discuss the process of market selection for an International Business House.
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First Assignment Code – MS-65/2007/I

Coverage : Blocks 1 & 2

Note : Attempt all the Questions.

- Q.1 Discuss the Dosa-King Strategy for a tourist place.
 - Q.2 Discuss the Focussed Marketing Strategy for a service organization.
 - Q.3 Discuss important components of Financial advertising in Indian context.
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Second Assignment Code – MS-65/2007/II

Coverage : Blocks 3 & 4

Note : Attempt all the Questions.

- Q.1 Analyse the major components of Hospitality Products.
 - Q.2 How can consumer expectation study help a Hospital Explain.
 - Q.3 Discuss promotional strategies for education sector in India.
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