

# उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

विनयन प्रबंधन में स्नातकोत्तर डिप्लोमा

**Post Graduate Diploma In Marketing Management**

विषय : प्रबन्धन

**Subject : Management**

कोर्स शीर्षक :

**Course Title : Marketing and sales management**

विषय कोड: पीजीडीएमएम

**Subject Code : PGDMM**

कोर्स कोड : पीजीडीएमएम -01

**Course Code: PGDMM -01**

अधिकतम अंक : 30

Maximum Marks: 30

**Note: Long Answer Questions. Answer should be given in 800 to 1000 words. Answer all questions. All questions are compulsory.**

## **Section – A**

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of Marketing? How marketing is important for current business scenario?
2. Discuss various models of Consumer Behavior? Which one is suitable for current business conditions in India.
3. Explain methods of designing the Marketing Organizations? Also define organizations of corporate marketing.

## **Section- B**

खण्ड—ब

अधिकतम अंक : 12

**Maximum Marks: 12**

**Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.**

4. What is the concept of Services?
5. Define various features of services?
6. Define various steps of Buyer Decision Process?
7. What do you understand by Corporate Marketing?
8. What is Product also define steps of New Product Development?
9. Define various methods of Promotion?

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**Post Graduate Diploma In Marketing Management**

विषय : प्रबन्धन

विषय कोड: पीजीडीएमएम

Subject : Management

Subject Code : PGDMM

कोर्स शीर्षक :

कोर्स कोड : पीजीडीएमएम -02

**Course Title: Management of Marketing Communication And Advertising** **Course Code: PGDMM -02**

अधिकतम अंक : 30

Maximum Marks: 30

**Note: Long Answer Questions. Answer should be given in 800 to 1000 words. Answer all questions. All questions are compulsory.**

## **Section – A**

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of “Management of Marketing Communication”? Elucidate with examples.
2. How marketing communication is directly related with consumer perception? Explain in your own words.
3. Explain in detail the different legal and ethical issues in advertising?

## **Section- B**

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

**Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.**

4. What is media mix?
5. Differentiate between electronic media and print media.
6. How social media is important for marketing communication?
7. What factors influences promotional mix?
8. Differentiate between advertising and promotion?
9. Discuss various applications of advertising research?

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2016-2017

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### Post Graduate Diploma In Marketing Management

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक :

Course Title: Strategic Marketing Management

विषय कोड: पीजीडीएमएम

Subject Code : PGDMM

कोर्स कोड : पीजीडीएमएम -03

Course Code: PGDMM -03

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words. Answer all questions. All questions are compulsory.

#### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of “Strategic Management”? Also discuss various levels of strategy for business organization.
2. Discuss various parameters on which you evaluated the strategy, also point out the process of strategic management?
3. Explain various sources of external & internal environmental information?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. List various forms of business organization?
5. What do you understand by “CSR”?
6. How leadership style effect the strategy?
7. How you will define that feed back system in strategic management is important?
8. What is strategic choice?
9. What is the model of strategic management process?

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2016-2017

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### Post Graduate Diploma In Marketing Management

विषय : प्रबन्धन

विषय कोड: पीजीडीएमएम

Subject : Management

Subject Code : PGDMM

कोर्स शीर्षक :

कोर्स कोड : पीजीडीएमएम -04

Course Title: Consumer Behavior and Marketing Research

Course Code: PGDMM -04

अधिकतम अंक : 30  
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words. Answer all questions. All questions are compulsory.

#### Section – A

खण्ड - अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. Explain various internal & external determinants of consumer behavior?
2. What do you understand by the concept of consumer behavior? Also discuss its application in advertising decisions
3. Explain important models of buying behavior? Which one is most relevant in current liberalized marketing scenario.

#### Section- B

खण्ड—ब

अधिकतम अंक : 12  
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What do you understand by VALS system of classification?
5. Why consumer behavior is important in selling decisions?
6. Differentiate between consumer attitude and perception?
7. How you will analyze influences of children in family buying?
8. What is “Howard Sheth model” of decision making?
9. What do you understand by the concept of consumer motivational conflict?