

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2017-2018

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: पीजीडीआइएमबी.-01
Subject Title	: International Marketing Management	Course Code	: PGDIMB.-01

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the role of CRM in international marketing
2. Explain various entry mode to international markets?
3. Throw light on communication mix for International 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. Differentiate between global marketing and domestic marketing?
5. Briefly define international product life cycle?
6. How you will plan the “product Mix” for international market?
7. List various functions of international marketing department of an business organization
8. How political risk or political factor will closely associated with international marketing decisions?
9. How qualitative research is important for international marketing approach?

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Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: अन्तर्राष्ट्रीय व्यापार	कोर्स कोड	: पीजीडीआइएमबी.-02
Subject Title	: International Business	Course Code	: PGDIMB.-02

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain Raymond Vernon's PLC theory in international trade?
2. What do you understand by the export assistance? Discuss the main documents used in export trade.
3. Discuss the political legal, Social and economic factors in the internal environment?

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 entry modes for international business?
5. Briefly discuss the factors which motivate for of international business?
6. Write a short note on transfer pricing?
7. What are the major pitfalls of planning?
8. Explain various ownership strategies for international business?
9. Why TQM is important in international trade?

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अधिन्यास (Assignment)

2017-2018

Application Oriented Programme

विषय :	विषय कोड :	पीजीडीआइएमबी
Subject :	Subject Code :	PGDIMB
कोर्स शीर्षक :	कोर्स कोड :	पीजीडीआइएमबी -03
Subject Title : E- Business	Course Code :	PGDIMB-03

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain the role of information and technology in E-Business?
2. What is electronic data interchange.
3. Explain business process Re-engineering?

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. Explain strategic alignment model?
5. What are various legal issues in E-business?
6. What is webmaster?
7. Explain internet communication protocols
8. Differentiate between intranet and internet.
9. Write short note on E-mail.

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अधिन्यास (Assignment)
Master of Business Administration (MBA)

2017-2018

विषय	: प्रबन्धन	विषय कोड	: पीजीडीआइएमबी
Subject	: Management	Subject Code	: PGDIMB
कोर्स शीर्षक	:	कोर्स कोड	: पीजीडीआइएमबी -04
Subject Title	: Marketing Research	Course Code	: PGDIMB 04

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is marketing research? Discuss its various applications?
2. Differentiate between qualitative and quantitative marketing research?
3. How MR is useful in sales promotion decisions?

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 are the elements of international marketing?
5. What is the concept of motivational research?
6. List various application areas of marketing research?
7. How you will define questionnaire in research?
8. Differentiate between primary & secondary data?
9. Discuss "Research Design"?

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2017-2018

Master of Business Administration (MBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक : विक्रय प्रबंधन

विषय कोड : एम.बी.ए.
Subject Code : MBA
कोर्स कोड : पीजीडीआइएमबी.-05

Subject Title : Sales Management

Course Code : PGDIMB-05

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What are different selling and buying styles?
2. How body language plays a role in explain the strength of the sales person?
3. Explain different levels of listening skills and identify the most important stage for a sales person?

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. Discuss various theories of sales?
5. Differentiate between advertising and personnel selling?
6. What is verbal communication? List its various advantages.
7. What do you understand by the term 'sales quota'?
8. Discuss various important objectives of sales negotiations?
9. What are different strategies of sales presentation?