

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2017-2018

Master of Business Administration (MBA)

विषय : प्रबन्धन

विषय कोड :

Subject : Management

Subject Code : MBA/PGDMM-01

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए. 1.6 (सी)/

Subject Title : Marketing for Managers

Course Code : PGDMM-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. What do you understand by the concept of marketing? Define marketing management and its organization.
2. What is product? Discuss various steps of new product development?
3. Differentiate between marketing and selling?

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 the concept of product mix
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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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: पीजीडीएमएम-02
Subject 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 each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand "Management of Marketing Communication"? Discuss elements of the communication mix.
2. Differentiate between down word and up word communication?
3. Discuss any model of communication in detail?

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. Discuss the elements of mix promotional
8. Differentiate between advertising and promotion?
9. Discuss various applications of advertising research?

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2017-2018

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: पीजीडीएमएम
Subject	: Management	Subject Code	: PGDMM
कोर्स शीर्षक	:	कोर्स कोड	: पीजीडीएमएम.-03
Subject Title	: Strategic Management	Course Code	: PGDMM.-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. 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 styles 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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2017-2018

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: पीजीडीएमएम
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: पीजीडीएमएम-04
Subject Title	: Consumer Behaviour	Course Code	: PGDMM-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 do you understand by the concept of consumer behavior? Also discuss its application in advertising decisions
2. Who is customer? Discuss different kinds of customer's also define its characteristics.
3. Explain important models of buying behavior? Which one is most relevant in current make in its Indian 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
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 are consumer motivational conflicts?

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Master of Business Administration (MBA)

2017-2018

विषय	: प्रबन्धन	विषय कोड	: पीजीडीएमएम
Subject	: Management	Subject Code	: PGDMM
कोर्स शीर्षक	:	कोर्स कोड	: पीजीडीएमएम-05
Subject Title	: Marketing Research	Course Code	: PGDMM05

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"?