

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद  
अधिन्यास (Assignment) 2017-2018

Master of Business Administration (MBA)

विषय : प्रबन्धन विषय कोड :

Subject : Management  
कोर्स शीर्षक :

Subject Code : MBA/PGDMM-01  
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.

Or

Discuss the role of MIS (Management Information System) at different levels of management. Suggest a suitable structure for MIS clearly giving the desirable characteristics of MIS.

Or

Explain Marketing and Marketing Strategy? Also throw light on social marketing in scenario of U.P.

2. What is product? Discuss various steps of new product development?

Or

Discuss various concepts of marketing?

Or

What do you understand by concept of services? Discuss Elements of Marketing mix in service marketing.

3. Differentiate between marketing and selling?

Or

Differentiate between Advertising and Personal Selling

Or

Describe 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?  
Or  
List various characteristics of services  
Or  
What is product differentiation?
5. Define the concept of product mix  
Or  
Define PLC.  
Or  
Present a model of consumer behavior?
6. Define various steps of Buyer Decision process?  
Or  
Discuss various elements of marketing mix?  
Or  
List various steps of Buyer Decision process?
7. What do you understand by corporate marketing?  
Or  
What is computer based information system? Discuss its different stages.  
Or  
Briefly discuss product line decision and diversification.
8. What is product also define steps of new product development?  
Or  
What do you understand by the concept of marketing research?  
Or  
Suggest marketing mix at different stage of PLC?
9. Define various methods of promotion?  
Or  
Briefly discuss 7 P's of services?  
Or  
Point out various methods of sales forecasting?

# उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, 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	: 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.

Or

Discuss the following:

- a) Concept of Marketing Communication.
- b) Consumer Perception.

Or

Describe the Total Quality Management and corporate strategic process.

2. Differentiate between down word and up word communication?

Or

Explain the Concept of Media Planning. How can Media be classified?

Or

Explain the role and functions of top management in Quality Improvement.

3. Discuss any model of communication in detail?

Or

Elaborate different legal and ethical issues in advertising.

Or

How you can develop an Environmental management system?

### 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?

Or

Define Social Marketing Communication“.

Or

Discuss the fundamental concepts of Excellence.

5. Differentiate between electronic media and print media.

Or

What factors influences promotional Mix? Explain.

Or

Identify the need for safety and health in Industry.

6. How social media is important for marketing communication?

Or

Differentiate between advertising and promotion.

Or

Explain six actions of marketing leaders.

7. Discuss the elements of mix promotional

Or

Discuss Media Scheduling.

Or

What are the essential characteristics of quality circles?

8. Differentiate between advertising and promotion?

Or

What do you mean by Direct Marketing?

Or

Write the uses of quality cost information.

9. Discuss various applications of advertising research?

Or

Enlist various objectives of sales research.

Or

What are total quality management cornerstones?

# उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

## अधिन्यास (Assignment)

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.  
Or  
Define strategy in 'traditional' and 'modern' way and which you will prefer and why?  
Or  
Describe the elements of strategic Management?
2. Discuss various parameters on which you evaluated the strategy also point out the process of strategic management?  
Or  
What is industry environment? What are the components that make the industry environment?  
Or  
Discuss the process of strategic management. How could a strategy be evaluated?
3. Explain various sources of external & internal environmental information?  
Or  
What is price mix? What are its variables? What policies and strategies are useful in this case?  
Or  
Describe various forms of organization. What strategy will you recommend for bigger and smaller type of organization and why?

### 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?

Or

What is price mix? What are its variables? What policies and strategies are useful in this case?

Or

Briefly discuss the sources of environmental information.

5. What do you understand by “CSR”?

Or

What is SWOT analysis? Explain its importance.

Or

Discuss the role and importance of feedback system in strategic management.

6. How leadership styles effect the strategy?

Or

What is R and D? What is the area of it?

Or

Examine the role of leadership. How could his role be made effective to the organization?

7. How you will define that feed back system in strategic management is important?

Or

What are the change barriers? How leader overcome them?

Or

Evaluate the leadership styles in Indian Context.

8. What is strategic choice?

Or

What is strategic evaluation? Who does the performance evaluation?

Or

Discuss the impact of climate change on the implementation of strategy.

9. What is the model of strategic management process?

Or

What is a strategic choice? What factors influence strategic choice?

Or

Write notes on Corporate Social responsibility.

# उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

## अधिन्यास (Assignment)

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  
Or  
What are various individual determinants of consumer behaviour? Explain.  
Or  
What do you understand by Consumer Behaviour? Also discuss its application in Marketing.
2. Who is customer? Discuss different kinds of customer's also define its characteristics.  
Or  
What are various individual determinants of consumer behaviour? Explain.  
Or  
Explain VALS system of classification? Why it is important for a marketing manager.
3. Explain important models of buying behavior? Which one is most relevant in current make in its Indian scenario?  
Or  
Explain constituents and functions of consumer attitude with suitable examples.  
Or  
Discuss important models of buying behavior? Which one is most relevant in Indian market 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?  
Or  
Explain marketing response to the consumer attitude.  
Or  
List various individual determinants of Consumer Behavior?
5. Why consumer behavior is important in selling decisions?  
Or  
Explain structure and functioning of memory.  
Or  
Why Consumer Behaviour is important in marketing?
6. Differentiate between consumer attitude and perception?  
Or  
Explain Psychoanalytical theory of Frayed.  
Or  
What are the functions of consumer attitude?
7. How you will analyze influences of children in family buying?  
Or  
How consumption and self concepts are related to each others.  
Or  
Define Motivational conflicts?
8. What is “Howard Sheth model” of decision making?  
Or  
Explain characters and influence of life style on consumer behaviour.  
Or  
Discuss in brief the influences of children in family buying?
9. What are consumer motivational conflicts?  
Or  
Who are organizational customers? Explain.  
Or  
List objectives of Howard Sheth model”?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद  
अधिन्यास (Assignment) 2017-2018  
Master of Business Administration (MBA)

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?  
Or  
What is the process of conducting a market research? Why tabulation and analysis of data is important for conducting it?  
Or  
What is marketing research? Explain its importance and scope.
2. Differentiate between qualitative and quantitative marketing research?  
Or  
Why international companies do marketing research before entering in India?  
Explain the scope of international Marketing Research.  
Or  
Describe the Process of Marketing Research.
3. How MR is useful in sales promotion decisions?  
Or  
Define research design? What are the various types of research design?  
Or  
Why International Marketing Research is very much essential before entering the foreign markets? What are its basic elements? How it is done? Discuss briefly.

**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?

Or

Bring out the difference between market research and marketing research.

Or

What is motivational Research? Explain.

5. What is the concept of motivational research?

Or

What are the qualities of a marketing research manager?

Or

Which is the areas application of marketing research? Describe.

6. List various application areas of marketing research?

Or

What do you mean by the term "Rural Marketing"?

Or

What do you understand by Buyer Behavior? Explain its importance.

7. How you will define questionnaire in research?

Or

What do you mean by Questionnaire?

Or

What do you understand by Market Segmentations. Explain.

8. Differentiate between primary & secondary data?

Or

What do you mean by Feedback and why it is important?

Or

9. Discuss "Research Design"?

Or

What are the problems of conducting a consumer research?

Or

What are the different channels for the distribution of goods Discuss?

