



**Centre for Distance Learning**

(Approved by Joint Committee of UGC-AICTE-DEC)

Third Floor, Balaji Metro Plaza, Dondaparthy Main Road, Visakhapatnam-530 016.  
Phone: 0891-2866455/466, 2797499, 8179681900 E-mail: cdl@gitam.edu

**MPDBA 301: INTERNATIONAL BUSINESS ENVIRONMENT**

ASSIGNMENT- 1 5 X 3 =15 Marks

- 1.Explain different instruments of trade policies in international business
- 2.What is the safe business environment in international trade
- 3.Explain briefly about technology transfer in international business
- 4.Explain globalization and transnational corporations role in promoting international investment
- 5.Explain how multilateral trading system facilitate retail investors and investment firms

ASSIGNMENT- 2 5 X 3 =15 Marks

- 6.Explain the role of international financial institutions
- 7.Explain how the international trade disputes are resolved
- 8.Explain the legal frame work of foreign trade
- 9.Explain the benefits of service in the international trade that are useful to India
- 10.What is the role and function of World Trade Organization

MBA-3 MM

1

**MPDBA-302: BUSINESS LAWS**

ASSIGNMENT- 1 5 X 3 =15 Marks

- 1.What essential conditions are necessary to convert a proposal into a promise?
- 2.What is the legal effect of a minors Mis -representation of his age while entering into an agreement?
- 3.What is a contract of agency? What are the essentials of relationship of agency?
- 4.Explain the nature of a contract of sale of goods and bring out clearing the distinction between a sale and an agreement to sell
- 5.Define partnership. What are its essential characteristics? What do you understand by a 'firm' and a 'firm name'? State the difference between a partnership and a firm

ASSIGNMENT- 2 5 X 3 =15 Marks

- 6.Discuss the rules relating to the rights, duties, and obligations of partners intense
- 7.What is a negotiable instrument? Explain its special characteristics?
- 8.Examine to what extent a minor can be party to a negotiable instrument
9. What are Articles of Associations? How can they be altered? Discuss the limit upon the powers of a company to alter or add to the Articles of Association
- 10.Define 'Prospectus'. When is a company not required to issue a prospectus?

MBA 3 MM

2

**MPDMM 306- CONSUMER BEHAVIOUR**

ASSIGNMENT- 1 5 X 3 =15 Marks

- 1.What is consumer behaviour? Elaborate the scope of consumer behaviour in detail
- 2.Elucidate the VALS system off consumer classification with suitable examples
- 3.Analyze the Maslow's hierarchy of needs theory in the context of marketing research
- 4.How can you apply the principles of classical conditioning theory & instrumental conditioning theory for the development of marketing strategies?
- 5.Describe the group determinants that influence consumer behavior

ASSIGNMENT- 2 5 X 3 =15 Marks

- 6.Elaborate the role of family in consumer socialization process
- 7.Brief the various issues involved in consumer purchase & post-purchase evaluation
- 8.Explain the consumer buying process for the following product categories i) Fast-food restaurant ii) Shoe
- 9.Elucidate the early models of consumer study in brief
- 10.Explain the Howard-sheth models of consumer decision making

MBA 3 MM

3

**MPDMM -307: SALES MANAGEMENT**

ASSIGNMENT- 1 5 X 3 =15 Marks

- 1.Explain how to obtain interview for Sales Administrator
- 2.What are the various steps involved in the sales process. Discovery brief the importance of each
- 3.Discuss how negotiation and conflicts go hand with each other?
- 4.Explain Principles of Display? And types of display
- 5.What is training? Explain training process steps?

ASSIGNMENT- 2 5 X 3 =15 Marks

- 6.Describe the importance of monitoring and performance appraisal of sales force
7. What are the relative advantages of a line sales organization and line and staff sales organization
- 8.Give a comparative account of various type of sale awake and indent the attributes of a good sales quota plan?
- 9.Explain the importance of personal selling in today's competitive global environment
10. Explain various selling skills required to convince the consumers in modern marketing environment

MBA 3 MM

4

**MPDMM -308: MARKETING OF SERVICES**

ASSIGNMENT- 1            5 X 3 =15 Marks

1. How do services differ from products? What are the marketing implications of service characteristics?
2. What are the Four models of service delivery? Explain by testing examples
3. Do you think that physical evidence really matters in marketing of service? Discuss
4. What is the concept of Quasi Retailing? Identify at least three organizations where Quasi retailing is a must, also enumerate the advantages of Quasi Retailing for these organizations
5. Briefly describe the gaps model and explain the significance of the five gaps that the model identifies

ASSIGNMENT- 2            5 X 3 =15 Marks

6. What are the benefits to a service organization in retaining its customers? Discuss with the help of examples?
7. Define promotion. What should be a 'Good Promotion Blend' for marketing banking services?
8. Discuss the importance of word of mouth communication for health care services
9. How do the marketing mix elements to advertising agencies? Explain by giving specific examples
10. What are the various kinds of product support services? Discuss with the help of examples

**NOTE:**

- 1) Last date for submission of assignments for all the courses / papers is- 14th March for May exams or 14th October for Dec exams
- 2) Non-submission of assignments as per the scheduled date mentioned above attracts a fine of Rs. 200/- upto 25th March for May exams or 25th October for Dec exams per each assignment of a course / paper and under any circumstances the assignments will not be accepted from 26th March/October for May/Dec exams.
- 3) Assignments are to be written in the Book-lets provided by CDL and other formats are not accepted.
- 4) Answer all 10 questions, in a single book only.