



GITAM
UNIVERSITY
 (Estd. u/s 3 of the UGC Act, 1956)

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, 2866466, 8179681900, E-mail: cdl@gitam.edu

MPDBA 401: ENTREPRENEURSHIP AND SMALL INDUSTRY

ASSIGNMENT – I 5 X 3 =15 Marks

1. “Entrepreneurship is a process of giving birth to an enterprise”. Discuss
2. Explain the growth and stabilization strategies for the development of a Small Enterprise
3. Discuss the role of State Financial Corporations in establishing the SSE
4. Explain the various sources of institutional finances available to the small scale enterprises in India
5. Explain the various Financial Management issues associated with SSE

ASSIGNMENT – II 5 X 3 =15 Marks

6. What do you understand by OSI? Discuss with examples the techniques used for opportunity identification.
7. How to start a new enterprise? Elaborate
8. How to forecast and assess the market for the products of SSE? Explain
9. Discuss the Marketing problems faced by the SSE and how to overcome them.
10. Explain the procedure to start a small scale enterprise. What are the opportunities for it?

MPDBA402: STRATEGIC MANAGEMENT

ASSIGNMENT – I 5 X 3 =15 Marks

1. Describe the features of effective strategic control systems
2. How does the GE planning grid differ from the BCG matrix?
3. Discuss in detail the generic strategies

4. Discuss the four facets of the environment of strategic management
5. Explain the various phases of strategic management process

ASSIGNMENT – II 5 X 3 =15 Marks

6. Briefly discuss the strategic evaluation and control process model
7. What factors have to be considered for choosing comparable firms for the purpose of competitive analysis?
8. Elaborate different types of diversification strategies
9. Explain the following:
 - i) Strategy evaluation
 - ii) Strategic alliances
 - iii) Revenue centre
10. “One of the major dilemmas of corporate level strategist is the short-term and long term trade-off decisions” – Comment

MPDMM405: MARKETING RESEARCH

ASSIGNMENT – I 5 X 3 =15 Marks

1. What factors should one examine when judging the validity and appropriateness of secondary data?
2. What are the advantages and disadvantages of unstructured question?
3. In what way does the staple scale differ from the semantic differential
4. What are the advantages of using online databases, from the viewpoint of a professional marketing research firm?
5. List five guidelines for selecting an external marketing research supplier.

ASSIGNMENT – II 5 X 3 =15 Marks

6. What are the criteria for good measurement?
7. Explain about the following:
 - a) Interviewing method
 - b) Questionnaire Design
 - c) Simulation
8. State the difficulties that are associated particularly with making surveys by man.
9. If business school offers courses in marketing research, would you prefer that they be devoted to applied research? Or to basic research? Way

10. Explain the errors of omission, telescoping and creation. What can be done to reduce such error

MPDMM406: INTERNATIONAL MARKETING

MANAGEMENT

ASSIGNMENT – I 5 X 3 =15 Marks

1. Define Marketing Control. Discuss market penetration as a measure of performance evaluation in international marketing
2. What do you mean by report writing? Discuss the various characteristics of a good report with a sample report
3. What is marketing communication? Discuss the role of international marketing communication in the international marketing strategy of a company
4. Define a brand. What alternative strategies can a company adopt to brand its international products?
5. Explain the following:
 - i) International Marketing
 - ii) Polycentricity
 - iii) Strategic Alliance
 - iv) Global marketing

ASSIGNMENT – II 5 X 3 =15 Marks

6. What steps can be taken to resolve the problems of primary data collection in the developing countries?
7. What barriers make controlling international operations more complex than controlling domestic marketing activities? Explain with the help of specific examples.
8. Assess the effectiveness of various promotional tools used in the international marketing communication.
9. Define product line. Evaluate the factors of standardization and adaptation of the product in the international markets.
10. What is international marketing environment? Describe various environmental factors that affect international marketing.

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 courses / 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.