



Centre for Distance Learning

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

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MPDBA 301: STRATEGIC MANAGEMENT

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Define strategy. What are the various levels at which a strategy may exist.
2. Explain the process of strategic management.
3. Briefly summarize what you understand by external environment and its importance for business.
4. Explain 'SWOT Analysis'. What are its merits and demerits.
5. Explain the concept of low-cost leadership in the present context.

ASSIGNMENT- 2 5 X 3 =15 Marks

6. Explain the concept of differentiation strategy. Illustrate your answer with suitable examples.
7. What is corporate level strategy? Briefly explain different corporate strategies.
8. What is a turnaround strategy? When it becomes necessary? Describe different steps involved in turnaround process.
9. Write short notes on: a. Policy b. Divestment
10. write short notes on
a. Shared values b. Experience curve

MBA-3 MM

1

MPDBA 302: ENTREPRENEURSHIP AND SMALL INDUSTRY

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Designing and implementing an entrepreneurship policy will help to generate many entrepreneurs in India-Discuss.
2. What are the new avenues for start-up ventures in India. Explain in brief
3. What are the characteristics of entrepreneurs? Identify the important characteristics of entrepreneurs with examples?
4. What is incubation? Explain its role in entrepreneurial startups.
5. Write the meaning and significance of Business Plan

ASSIGNMENT- 2 5 X 3 =15 Marks

6. Describe 'SIDBI, and what its functions towards small industrial development are?
7. What do you mean by project appraisal? Explain various types of analysis used in project appraisal.
8. What are problems and hurdles facing by Indian women entrepreneurs? Discuss
9. What are the two vital aspects of marketing strategy and the purpose for starting a new business.
10. Explain the status of family business enterprise in India.

MBA 3 MM

2

MPDMM 306: CONSUMER BEHAVIOUR

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Write short notes on
a) Classical Conditioning b) Post Purchase Behaviour
- 2) What do you understand by consumer behavior? Why is the study relevant in today's context? Explain.
- 3) What is the impact of consumer behavior on segmenting, targeting and positioning strategies ?
- 4) What do you understand by motivation in marketing and how do motivation theories help us understand the consumer?
- 5) Discuss the concepts underlying the perception process. Give examples to support them.

ASSIGNMENT- 2 5 X 3 =15 Marks

- 6) Explain consumer behavioural learning theories and their importance in marketing.
- 7) What do you understand by attitude in consumer behavior? Discuss various theories of attitude.
- 8) Explain briefly the influence of social and cultural factors on the buying behavior of consumers.
- 9) What is consumer decision making? What are the stages of consumer decision making process.
10. Write short notes on:
a) Reference Groups b) Cultural Factors

MBA 3 MM

3

MPDMM 307: ADVERTISING MANAGEMENT

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Design an exclusive category of advertisements for the technical education.
2. "Growing economies bring out new set of promotional advertisements"- Analyse
3. "Public service advertisements motivate people in solving social problems"- Comment.
4. Differentiate between the DAGMAR model and AIDA model of advertising.
5. Strong and competent economies pose threat to incompetent ad agencies and departments. Frequent and periodical valuation has become imperative as the companies very often change the ads. Analyze.

ASSIGNMENT- 2 5 X 3 =15 Marks

6. List out the functions of an advertising department in preparation and execution of an advertising work.
7. Write about the stages of advertising campaign?
8. Write about advantages and limitations of outdoor advertising.
9. Copy can guide the reader into the essence of the idea behind it- Analyse
10. a) What are the functions of visuals in advertisements?
b) Explain the process of visualization?
c) Write about significance of 3D visualization

MBA 3 MM

4

MPDMM 308: RETAIL MARKETING

ASSIGNMENT- 1 5 X 3 =15 Marks

- 1.What are different type's modes of multi-channel retailing?
- 2.What is consumer buying process? How does this process vary for convenience products high priced products and high involvement products?
- 3.Highlight the various aspects involved in developing a buying system for a staple and fashion merchandise?
- 4.How would situation analysis differ for a major appliance store chain and an online major appliance retailer?
- 5.What is new product planning? Discuss the various factors influence on new product planning

ASSIGNMENT- 2 5 X 3 =15 Marks

- 6.Discuss the various aspects associated with Retail Product Strategy?
- 7.What is advertising strategy? How you develop online advertising strategies for a retail organization of your choice?
- 8.What is e-retailing? Explain the major challenges of e-retailing.
- 9.What is retail store managing? What are tips required to learn by a retail manager to manage retail store successfully?
- 10.Define CRM. What are the objectives of CRM? Explain the significance of CRM for an organization. How it benefits the company?

NOTE:

- 1) Last date for submission of assignments for all the courses / papers is- 14.10.2017
- 2) Non-submission of assignments as per the scheduled date mentioned above attracts a fine of Rs. 200/- upto 25.10.2017 per each assignment of a course / paper and under any circumstances the assignments will not be accepted from 26th October, 2017.
- 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.