



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-RESEARCH METHODOLOGY & BUSINESS ANALYTICS

ASSIGNMENT – I 5 X 3 =15 Marks

- 1.Explain the meaning and importance of research
- 2.Write the precautions one should take while preparing the research report.
- 3.Explain the concept of Hypothesis
- 4.Distinguish between primary and secondary data
- 5.What do you understand by pre-testing of a questionnaire?

ASSIGNMENT – II 5 X 3 =15 Marks

6. Briefly describe the various types of research with their merits and limitations.
7. Test the dependence between Type of Hair and eye color of the individuals using the following information:

Type of Hair	Eye color				Total
	Blue	Green	Brown	Black	
Blonde	20	15	18	14	67
Red	11	4	24	2	41
Brown	9	11	36	18	74
Black	8	17	20	4	49
Total	48	47	98	38	231

8. Briefly describe the various types of research designs
9. Can the following two sample be regarded as coming from the same normal population?

Sample	Size	Sample mean	Sum of squares of deviations from mean
1	10	12	120
2	12	15	314

10. What is meant by Business Analytics? Define it. Explain its concepts?

MPDMM 406- RURAL MARKETING

ASSIGNMENT – I 5 X 3 =15 Marks

1. Write a short notes on a. Rural Marketing Mix b. Rural Markets.
2. Describe rural marketing mix and the challenges related to it.
3. Describe the evolution of rural marketing. How should marketers respond to changes taking place in the rural environment?
4. What are the changes that have come about in the demographic, socio-cultural, economic and technological environment in rural India.
5. What are the main factors influencing rural consumer behavior?. Describe the buying behavior model in rural India.

ASSIGNMENT – II 5 X 3 =15 Marks

6. Describe the concepts of segmentation, targeting and positioning. On what bases would you segment a mobile handset market?
7. Discuss the concepts, levels and classification of products in rural markets. Give examples to support your answer.
8. What factors must be considered while setting the prices for rural products and services.
9. Design a pricing strategy for consumer durable company to enter the rural market.
10. Describe the rural retail environment. What are the specific challenges in rural distribution?

MPDMM 407-SALES MANAGEMENT

ASSIGNMENT – I 5 X 3 =15 Marks

1. Write short notes on the following:
 - i. Functions of Sales Management
 - ii. What is Sales potential
2. Write short notes on the following:
 - i. Define sales forecast
 - ii. Objectives of sales management
3. What are the steps involved in sales forecasting? Explain them briefly
4. What do you mean by function of Sales Management? Compare the concept of past with present
5. Write notes on the following:
 - i. Channel sharing among distributors
 - ii. Information systems in logistics

ASSIGNMENT – II 5 X 3 =15 Marks

6. “Personal selling is a two way communication best suited to a company marketing consumer product with a poor brand loyalty” – discuss
7. What are the various techniques of motivating the sales force? How to compensation of the sales people decided? Describe various methods of nonfinancial compensation.
8. What do you mean by sales budgeting process? What are the steps involved in preparing a sales budget?
9. Explain the method of sales force assignment to territories having sales potential. Illustrate your answer with examples.
10. Explain how you will design a sales territory? Highlight the steps involved in the process.

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.**

MPDMM 408- MARKETING SERVICES

ASSIGNMENT – I 5 X 3 =15 Marks

1. Discuss the importance of non-monetary costs in pricing decisions for services taking the example of health services.
2. How important is it for a hotel located at a hill station to use promotions during off-season? Also identify the possible sales promotion schemes it can offer.
3. What are the basic steps in marketing segmentation? What specific challenges exist for service organizations when it comes to segmentation?
4. Explain how the “Service Quality Delivery” in financial products is improved by technology. Illustrate with examples.
5. Services Design Innovation Models – Discuss

ASSIGNMENT – II 5 X 3 =15 Marks

6. Typology of Service Organizations Based on Variations in Form and Use of the Servicecape – Discuss
7. How do you match service promises with delivery? Explain the various strategies.
8. Discuss the importance of IMC to Services firm of your choice
9. Write short notes on:
 - i. Meaning and Definition of Services
 - ii. How do personal and physical factors influence the behaviour of service consumers
10. Write short notes on
 - i. What are areas that will be affected by pricing policy?
 - ii. Write the importance of frontage.