



**Centre for Distance Learning**

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

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**MPDMM 306: CONSUMER BEHAVIOUR**

**ASSIGNMENT – I      5 X 3 =15 Marks**

1. Answer the following?
  - a) Differentiate consumer from customer
  - b) What is organizational buying behavior?
  - c) What is classical conditioning?
2. Explain the Fisher Model of organizational buying behaviour?
3. Critical analyse the Maslow's Hierarchy of needs theory. What are its Major flows?
4. Elucidate the concept of symbolic Interactionism. How does it help the marketers?
5. Define the concept of Social Class. Which type of Social influence, Informational or Normative, has a greater impact on Consumer Behaviour? Explain.

**ASSIGNMENT – II      5 X 3 =15 Marks**

6. How does the micro-economic model explain the decision process of a consumer? What are the shortcomings of this model?
7. How will an Urban Consumer differ from a Rural Consumer in similar purchase needs? Is the difference really Substantial?
8. Define Information Processing. How is it different from Learning?
9. Distinguish between various sets of Brand Alternatives. How is the Classification Important?
10. What are learning constructs and perceptual constraints? Briefly explain?

**MPDMM 307: SALES MANAGEMENT**

**ASSIGNMENT – I      5 X 3 =15 Marks**

1. Answer the following:
  - a) Stimulated demand
  - b) Advertising and personal selling
  - c) Billing and dispatch instruction (BDI)
2. Discuss the changing role of personal selling?
3. What do you understand from the 'Structure of a Presentation'? Do you need it in a Sales Presentation? Discuss.
4. Differentiate between Deadlock, Stonewalling and Non-Conclusive negotiations?
5. Why is Sales training a Continual Managerial activity?

**ASSIGNMENT – II      5 X 3 =15 Marks**

6. Describe the importance of Monitoring and performance appraisal of Sales force?
7. What specific points you would consider while Tertiary Planning. Explain each of them, briefly?
8. What are the relative advantages of a Line Sales Organization and Line and Staff Sales Organization?
9. "Careful selection is important, but not essential in building an effective sales force". Do you agree? Discuss?
10. How does sales forecasting help in sales planning? Suggest at least five requirements of a sales manager in which sales forecasting can be of help?

**MPDMM 308: MARKETING OF SERVICES**

**ASSIGNMENT – I      5 X 3 =15 Marks**

1. Answer the following:
  - a) What do you mean by word of mouth communication?
  - b) Define service excellence

- c) What is meant by service brand?
2. What is your understanding of GATS and its Implications for India?
3. Discuss the various stages in the Development of a New Service Offering?
4. What do you think are the main reasons for including the element of people in the Marketing Mix for Services?
5. 'Capacity and demand management is a major challenge for service firms' comment?

**ASSIGNMENT – II      5 X 3 =15 Marks**

6. How do you forecast demand for services in educational institutions?
7. What are the components of Service Quality? How would you apply these to Health Care Services?
8. How do the Marketing Mix elements relate to advertising agencies? Explain by giving Specific examples?
9. Discuss the major trends in the growth of Telecom Sector in India during the Last five years?
10. What do you understand by the Term Service Quality (TSQ)? What are the understanding themes of Service Quality?

**MPDMM 309 : MARKETING RESEARCH**

**ASSIGNMENT – I      5 X 3 =15 Marks**

1. . Answer the following:
  - a) Limitations of marketing research
  - b) Utility of marketing research in competition analysis
  - c) Motivation research
  - d) Appraisal of marketing performance
2. Distinguish between Exploratory and descriptive Research Design?
3. What are the Limitations associated with the use of Secondary Data?

4. How do you prepare questionnaire to investigate consumer preferences towards surf excel detergent?
5. What is difference between Qualitative and Quantitative Research?

**ASSIGNMENT – II      5 X 3 =15 Marks**

6. Discuss various steps in valued in Data Processing?
7. What are the ways in which Percentage may be computed in a Cross-Tabulation table? Which way is the best?
8. Explain the difference between Correlation and Regression?
9. What are the steps in valued in conjoint analysis? Explain with examples?
10. What type of scalar data is typically employed in cross tabulation analysis?

**MPDMM 310 : INTERNATIONAL MARKETING  
MANAGEMENT**

**ASSIGNMENT – I      5 X 3 =15 Marks**

1. Answer the following?
  - a) Importance of international marketing
  - b) Differentiate between multinational marketing and global marketing.
  - c) Phases of International product life cycle
2. Write a note on EPRG Orientations?
3. What are the different Market targeting Strategies? Explain them with appropriate examples?
4. Explain various steps in valued in the process of International Marketing Selection?
5. Evaluate the factors of Standardization and Adaptation of the product?

**ASSIGNMENT – II      5 X 3 =15 Marks**

6. What is meant by International channel system. Illustrate international marketing communication channel system?

7. Distinguish between Direct and Indirect Selling Channel. Discuss the advantages and dis-advantages of both the Channels?
8. Compare the different approaches to Budgeting for Advertising?
9. How do Entry Objectives in a given Foreign market affect the Marketing Planning for that? Explain with examples?
10. “A marketing research report should merely present the findings. It must not comment on the possible course of actions to be taken on the basis of the study result”. Comment?

**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.