



**GITAM**

**(Deemed to be 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-530016.

Phone: 0891-2866455/466, 2797499, 8179681900 E-mail: cdl@gitam.edu

**MPDMM 306- CONSUMER BEHAVIOUR**

**MPDBA 301 –STRATEGIC MANAGEMENT**

**ASSIGNMENT -1 5 X 3 = 15**

1. Discuss the process of formulating mission and objectives
2. Discuss the usefulness of the BCG matrix as the corporate strategy process
3. Discuss the industry analysis in order to find out the growth of the industry
4. Discuss the internal, external parties and measures of corporate governance
5. Explain ‘SWOT Analysis’. Why is it important for an organization to follow ‘SWOT Analysis’?

**ASSIGNMENT- 2 5 X 3 = 15**

6. Differentiate business level strategies from functional level strategies
7. Explain the role of corporate governance in the process of strategic management
8. Elucidate the components of Michael Porter’s five forces model in detail
9. Elaborate the types of corporate level strategies in detail
10. Discuss the factors affecting strategic choice

MBA-3 MM 1

**MPDBA 302 – ENTREPRENEURSHIP & SMALL INDUSTRY**

**ASSIGNMENT -1 5 X 3 = 15**

1. How is the price of a product fixed? Exemplify when the pricing strategies of skimming pricing and penetration pricing are suitable
2. Discuss the need for institutional support to small business enterprises
3. Define a business plan. List out the various stages involved in formulation of a business plan
4. Describe the role which State Small Industries Development Corporation play in developing small enterprises in India
5. What are the various stages involved in deciding the product design of a new product? Explain.

**ASSIGNMENT -2 5 X 3 = 15**

6. Elaborate the selection procedure adopted in small business enterprises
7. How the family business different from other typical businesses? Explain the pitfalls and importance of family business
8. Define business plan and explain the significance of business plan
9. Elaborate the functions of marketing management in the organization
10. Examine the problems faced by women entrepreneurs in India

MBA-3 MM 3

**ASSIGNMENT -1 5 X 3 =15 Marks.**

1. Describe the inter-relationship between the consumer behavior discipline and the marketing concept
2. Explain the classical conditioning theory of learning
3. What are the different types of groups? How do consumers related groups influence consumer behavior?
4. Define the concept of culture. How does it affect the consumer behavior? Explain
5. Explain Kotler’s consumer buying behavior model

**ASSIGNMENT- 2 5 X 3 =15 Marks**

6. Explain instrumental conditioning theory of learning
7. What are the various factors that influence consumer attitude information? Discuss
8. Describe the major stages in the consumer buying decision process?
9. What are the steps in the consumer decision making process?
10. Explain high and low involvement of buying situations?

MBA-3 MM 2

**MPDMM 307- ADVERTISING MANAGEMENT**

**ASSIGNMENT -1 5 X 3=15 Marks**

1. Examine various models of advertising and their relevance in the promotion of financial products
2. Explain the advertising department and functions of an advertising manager
3. How will you attract attention of the reader and create interest through a good copy of an advertisement? Explain
4. Discuss the nature and scope of public relations
5. Define advertisement. State the advantages and dis-advantages of advertisement

**ASSIGNMENT -2 5 X 3=15 Marks**

6. Define layout of an advertisement. Give an illustration of a layout of a press Advertisement
7. Distinguish between ‘public relations’ and ‘advertising’, showing how advertising can contribute towards better public relations
8. Explain economics, ethical and legal aspect of advertising
9. Discuss about various forms of direct response advertising
10. Explain need and importance of evaluating effectiveness of advertising?

MBA-3 MM 4

**MPDMM 308- RETAIL MARKETING**

**ASSIGNMENT -1**

**5 X 3 =15 Marks.**

1. How do you expect customer's buying behaviour with reference to Maslow's theory of hierarchy of needs?
2. What do you mean by retail site location? How store location can be solved in an effective way? Discuss
3. What store layout mean for a store? Explain the various store layouts used in Indian retail industry
4. Explain in detail the concept of effective mall management as a growing phenomenon in the Indian retail industry
5. What do you mean by retail strategy? Explain the process of retail planning with suitable examples

**ASSIGNMENT- 2**

**5 X 3 =15 Marks**

6. Describe the issues, steps and measures taken by a retailer while implementing the communication process
7. Why the use of visual merchandising is increasing day by day? Explain its role and objectives
8. Explain various factors of influencing buying behaviour?
9. What are the sources of merchandisers and supplier selection process?
10. How market segmentation and customer needs play a role in mall management?

**NOTE:**

- 1) Last date for submission of assignments for all the courses /papers is- 30.11.2022
- 2) Non-submission of assignments as per the scheduled date mentioned above attracts a fine of Rs. 200/- upto 12.12.2022 per each assignment of a course / paper and under any circumstances the assignments will not be accepted from 13th December 2022.
- 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.