

**MADHYA PRADESH BHOJ OPEN UNIVERSITY,
BHOPAL (MP)**

MBA III YEAR (Marketing)

**PAPER I: Sales and Distribution Management
ASSIGNMENT I**

Note: Attempt all questions. All questions carry equal marks

- Q.1. What are the qualities of a good salesperson? Describe the features of personal selling
- Q.2. Distinguish between recruitment and selection and describe the steps in the process of selecting sales executives.
- Q.3 What are the methods sales training? Which important things should an organization ensure for effective execution of training programmes?
- Q. 4. Describe the procedure for development of a good sales compensation plan. What are the principles of a good sales compensation?
- Q. 5. Describe the steps in the process of designing sales territories. What are the advantages of territory management?
- Q. 6. What are the various types of sales quotas? Describe their merits and demerits.
- Q. 7. What are the functions of middlemen? Describe the various types of wholesalers.
- Q. 8. What are the factors affecting channel choice? Describe the considerations in selecting the channel intermediaries.
- Q. 9. What are the modern trends in channel management? How technology has played an important role in better channel management? Discuss.
- Q. 10. Throw lights on the training, motivation and evaluation aspects of channel intermediaries.

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**PAPER I: Sales and Distribution Management
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- Q.1. Define personal selling and describe the steps in the process of personal selling.
- Q.2. What are the sources of recruitment? Discuss the essentials of a good recruitment policy.
- Q.3 Why do we need to give training to our sales personnel? Describe the criteria for proper evaluation of a training programme.
- Q. 4. What are the motivating factors for a sales force? Describe any two theories of motivation as applicable to a sales organization.
- Q. 5. What are the objectives of sales contests? Describe their types and objections against the sales contests.
- Q. 6. What are the sources of information for sales evaluation? Describe the methods of sales evaluation.
- Q. 7. What are the various channels of distribution? Describe the concept of vertical marketing system.
- Q. 8. What are the different aspects of logistics in channel management? Discuss with examples.
- Q. 9. How is information system useful in channel management? Discuss.
- Q. 10. Write a detailed note on International marketing channels.

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**MBA III YEAR (Marketing)
PAPER II: Advertising & Sales Promotion Management**

ASSIGNMENT I

Note: Attempt all questions. All questions carry equal marks

- Q. 1. Define Advertising and describe the role of advertising in marketing mix.
- Q. 2. What are the social aspects advertising? Discuss with practical examples.
- Q. 3. What is cognitive dissonance? How can marketers avoid it to keep their customers happy?
- Q. 4. Write a note on DAGMAR approach.
- Q. 5. What are the elements of an ad copy for print media? Describe the principles of writing a good ad copy.
- Q. 6. What are the factors affecting media planning? Discuss with examples.
- Q. 7. What are the important decisions related to media buying. Describe the procedure and types of buying in electronic media.
- Q. 8. Write a note about any one advertising organization functional in India.
- Q. 9. How is public service advertising different from commercial advertising?
- Q. 10. What are the tools of sales promotion? Discuss their utility and limitations.

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**MBA III YEAR (Marketing)
PAPER II: Advertising & Sales Promotion Management**

ASSIGNMENT II

Note: Attempt all questions. All questions carry equal marks

- Q. 1. Describe the process of marketing communication with the help of a model.
- Q. 2. What are the various ethical issues related to advertising on mass media? Discuss with examples.
- Q. 3. Describe the strategies for stimulating primary and selective demand for a product through advertising.
- Q. 4. What are the determinants of target audience/ Discuss with examples.
- Q. 5. What are the various types advertising message appeals? Describe the process of building an advertising programme.
- Q. 6. What are the methods of deciding the advertising budget? Describe the factors affecting the level of advertising budget.
- Q. 7. What are the functions of an advertising agency? Describe its operating elements.
- Q. 8. Distinguish between pre testing and post testing of advertisements. Describe any two mechanical methods of pre testing.
- Q. 9. How has advertising affected consumer behaviour positively and negatively? Discuss.
- Q. 10. Write a note on political advertising. Do you justify the use of national media for this purpose? Why?

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**MBA III YEAR (Marketing)
PAPER III: Consumer Behaviour**

ASSIGNMENT I

Note: Attempt all questions. All questions carry equal marks

- Q. 1. Describe the steps in the process of consumer decision making.
- Q. 2. What are the factors affecting Consumer behaviour? Discuss with examples.
- Q. 3. What are the sources of information search for a consumer? Describe.
- Q. 4. What are consumers's buying motives? Which factors affect the motivational level of a consumer? Discuss.
- Q. 5. What are the types of self concept? How do they affect the buying behaviour of consumers?
- Q. 6. What are the functions of consumer attitude? Can a consumer's attitude be changed? If yes, how?
- Q. 7. Prepare a typical AIO inventory to depict the life style of consumers in your town
- Q. 8. How do opinion leaders affect the consumption pattern and buying behaviour of a consumer? Discuss with examples.
- Q. 9. Write a detailed note on the pattern of Industrial buying Behaviour in India.
- Q. 10. Present the Howard Seth Model of Consumer Buying Behaviour.

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**MBA III YEAR (Marketing)
PAPER III: Consumer Behaviour**

ASSIGNMENT II

Note: Attempt all questions. All questions carry equal marks

- Q. 1. What are the various aspects of Consumer Behaviour? How are rural consumers different from urban consumers in India?
- Q. 2. How consumer behaviour does affect the marketing strategy of a firm? Discuss with examples.
- Q. 3. What is consumer perception? Describe the concept of selective exposure and consumer distortion.
- Q. 4. Describe the following in short:
(a) RRB (b) LPS (c) EPS
- Q. 5. Define Personality. How does a consumer's personality affect his buying preferences? Discuss.
- Q. 6. Describe Deniel Katz's model for attitude change.
- Q. 7. What are family decision making roles? Discuss the involvement of kids and women in family buying decisions.
- Q. 8. What are the stages in the diffusion process? Which factors affect the pace adoption and diffusion process.
- Q. 9. How is Industrial Consumer different in decision making as compared to a household consumer? Discuss.
- Q. 10. What is Consumer Behaviour Audit? Describe its importance for marketers.

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**MBA III YEAR (Marketing)
PAPER IV: International Marketing**

ASSIGNMENT II

Note: Attempt all questions. All questions carry equal marks

- Q. 1. Describe the concept and setting of international marketing.
- Q. 2. Write short notes on:
(a) Customer Union (b) Free trade Zones
- Q. 3. Describe the fiscal and non-fiscal barriers in international marketing.
- Q. 4. What are bilateral trade agreements? Is India having any such agreements? Discuss.
- Q. 5. Write a note on India and World Trade.
- Q. 6. Write the salient features of EXIM Policy of Government of India.
- Q. 7. Describe the procedure of export documentation.
- Q. 8. What is a letter of credit? How is it useful in international marketing?
- Q. 9. What are the various forms of international business? Throw lights on turnkey projects.
- Q. 10. What types of pricing strategies are adopted in International marketing?
What is transfer price?

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PAPER IV: International Marketing**

ASSIGNMENT II

Note: Attempt all questions. All questions carry equal marks

- Q. 1. Distinguish amongst international, business, trade and marketing.
- Q. 2. Write short notes on:
(a) IMF (b) WTO
- Q. 3. What are non tariff barriers? Describe their importance in international Business.
- Q. 4. Write a note on commodity agreements in Indian context.
- Q. 5. "Institutional infrastructure for export promotion in India is improving but still it is unsatisfactory", Comment.
- Q. 6. What are the functions of export promotion councils and commodity boards.
- Q. 7. Write short notes on:
(a) Export Quotations (b) Bills of Exchange
- Q. 8. Describe the procedure for shipping and transportation of goods in international marketing.
- Q. 9. Write an explanatory note on international product life cycle.
- Q. 10. How promotional strategies are different in International marketing as compared to domestic marketing? Discuss.

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PAPER V: Service Marketing**

ASSIGNMENT I

- Q. 1. Distinguish between service marketing and product marketing. What are the I's of service marketing? Describe.
- Q. 2. Service sector has a significant contribution in growth of an economy. Do you agree? Discuss.
- Q. 3. Write a detailed note on classification of services.
- Q. 4. What are the challenges in service marketing? Discuss.
- Q. 5. How is consumer behaviour different in service sector? Discuss with examples.
- Q. 6. Write a detailed note on service management trinity.
- Q. 7. Write short notes on:
(a) Quality Issues in Services (b) Demand-supply management
- Q. 8. How is relationship marketing pivotal in service marketing? Discuss.
- Q. 9. Write an explanatory note on origin and growth of service marketing.
- Q. 10. How would you develop promotional strategies for marketing of value-added telecom services in India? Describe.

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**MBA III YEAR (Marketing)
PAPER V: Service Marketing**

ASSIGNMENT II

- Q. 1. Write a detailed note on nature and scope of service marketing.
- Q. 2. "Every service needs a product and every product needs a service",
Comment.
- Q. 3. Describe the marketing framework for service business.
- Q. 4. What are the challenges in service marketing? Discuss.
- Q. 5. Describe the consumer decision making process in context to services.
- Q. 6. Write a detailed note on service vision and service strategy.
- Q. 7. Discuss the Branding and packaging of services in Hotel Industry.
- Q. 8. What are the message appeals and themes used in advertising services
on mass media? Discuss with examples.
- Q. 9. Describe the four P's of marketing as applicable to the marketing of
financial services.
- Q. 10. Design the marketing strategy for marketing of stock market securities.