

Master of Business Administration - MBA Semester 4
MK0015 – Service Marketing And Customer Relationship
Management

(4 credits)

(Book ID: B1328)

ASSIGNMENT- Set 1

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

1. Explain briefly the differences between services and tangible products
2. List the unique characteristics of services.
3. Describe the challenges during the transition of economics in the services growth sector.
4. Briefly explain the 7P's of marketing mix.
5. List are the advantages of Rater model of service quality
6. Describe the various positioning strategies for services

Master of Business Administration - MBA Semester 4
MK0015 – Service Marketing And Customer Relationship
Management
(4 credits)
(Book ID: B1328)

ASSIGNMENT- Set 2

Marks 60

Note: Each Question carries 10 marks

1. List the importance of advertising and sales promotion.
2. What are the various levels of customer satisfaction?
3. Describe the importance of a plan or methodology to initiate customer responses?
4. Briefly explain the five factors that influence the level of adequate service
5. Describe the various service quality dimensions with the help of relevant examples.
6. List the differences between flexible services and standard services.

Master of Business Administration - MBA Semester 4
MK0016 – Advertising Management And Sales Promotion

(4 credits)

(Book ID: B1329)

ASSIGNMENT- Set 1

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

1. List the importance of advertising. How does advertising change the perception and decision of the target?
2. List the factors that affect advertising and marketing .Describe the methods to calculate poverty line and disposable income
3. Describe the ways to catch the reader or viewer attention List the different theories of advertising.
4. List the differences between public service advertising and financial advertising .Write notes on corporate copy and Advertorial copy
5. List the various components of attitude? Explain how advertising decides at which level to intervene to change attitude.
6. Explain the elements of advertising execution .Describe the various aspects of media objectives and execution

Master of Business Administration - MBA Semester 4
MK0016 – Advertising Management And Sales Promotion

(4 credits)

(Book ID: B1329)

ASSIGNMENT- Set 2

Marks 60

Note: Each Question carries 10 marks

1. Describe the benefits of Direct Marketing. List all the methods and media used for it.
2. Discuss media options .List the differences between above-the-line below-the-line media.
3. Describe the objectives of media. Discuss the factors which are changing the media choices.
4. Define the term “Market Segmentation”? List the advantages of Market Segmentation
5. Describe the Types and Nature of Markets. Explain the four broad bases for segmentation in e-marketing
6. Define the term “Search Engine Optimisation (SEO)” How does SEO work and what are the objectives of SEO?

Master of Business Administration - MBA Semester 4

MK0017 – e Marketing

(4 credits)

(Book ID: B1330)

ASSIGNMENT- Set 1

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

1. Define the term “e- marketing”. Explain the features of e-marketing.
2. Describe the principles in e – marketing. .Explain e-Business Models
3. Describe 4 P’s in e-Marketing Mix. Discuss the Product Mix Strategies adopted by the companies
4. List the stages involved in implementing an e- marketing plan and Strategy. What do you understand by Marketing Performance Measurement and Management (MPM)?
5. Discuss the various types of Data used in e-Marketing. Explain the different classes of tasks that are included in data mining
6. Define the term “e-Mail marketing”? List the features of e-Mail Marketing.

Master of Business Administration - MBA Semester 4

MK0017 – e Marketing

(4 credits)

(Book ID: B1330)

ASSIGNMENT- Set 2

Marks 60

Note: Each Question carries 10 marks

1. Discuss the scope of e-marketing in B2B markets, its benefits and drawbacks. List the differences between B2B and B2C markets.
2. Write a note on General Characteristics of Customers in e-Marketing.
3. Explain the most important and frequently used methods of obtaining customer response.
4. Briefly discuss about Market Segmentation. List the advantages of Market Segmentation
5. Describe the Types and Nature of Markets. Explain the four broad bases for segmentation in e-marketing
6. What do you understand by Search Engine Optimisation (SEO)? How does SEO work and what are the objectives of SEO?

Master of Business Administration - MBA Semester 4

MK0018 – International Marketing

(4 credits)

(Book ID: B1199)

ASSIGNMENT- Set 1

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

- 1 List the differences between International Marketing and Domestic Marketing. Discuss the principles of international Marketing
- 2 Explain the important elements of culture. Differentiate between market allocation system and command allocation system.
- 3 Define the term Trade Barrier. List the important differences between Tariff barrier and protective barrier .
- 4 Discuss the various entry options available to a business . Explain the basic strategic decisions that a firm will adopt for foreign expansion.
- 5 Define the process of international market segmentation. Discuss some widely used bases of segmentation.
- 6 Explain the significance of price factors in determining international market prices. Briefly describe the non price factors

Master of Business Administration - MBA Semester 4

MK0018 – International Marketing

(4 credits)

(Book ID: B1199)

ASSIGNMENT- Set 2

Marks 60

Note: Each Question carries 10 marks

- 1 Describe the process of communication.
- 2 Explain the differences between export pricing and export costing. Write a note on major issues related to exports
- 3 Mention the significance of export Documentation. List the documents required for processing the shipping bill
- 4 Discuss the importance of Special Economic Zones (SEZS). List the benefits they provide to international traders and marketers.
- 5 List the differences between futures and forwards Markets. Explain the problems in forecasting Foreign Exchange Rates.
- 6 Discuss the ethical issues involved in international marketing. Briefly explain the basic types of arbitration.

Master of Business Administration

MB0052 – Strategic Management and Business Policy – 4 Credits

(Book ID: B1314)

Assignment

Set - 1

(60 Marks)

Note: Each Question carries 10 marks. Answer all the questions.

1. What is meant by 'Strategy'? Differentiate between goals and objectives.
2. Define the term "Strategic Management". What are the types of strategies?
3. Describe Porter's five forces Model.
4. What is strategic formulation and what are its processes?
5. Explain strategic evaluation and its significance.
6. Define the term "Business policy". Explain its importance.

Master of Business Administration

MB0052 – Strategic Management and Business Policy – 4 Credits

(Book ID: B1314)

Assignment

Set - 2

(60 Marks)

Note: Each Question carries 10 marks. Answer all the questions.

1. What is meant by “Business Continuity Plan” (BCP)? Discuss the steps involved in BCP.
2. What is meant by “Business plan”? Describe the strategies to create a business plan.
3. What are the benefits of MNCs?
4. Define the term “Strategic Alliance”. Differentiate between Joint ventures and Mergers.
5. What do you mean by ‘innovation’? What are the types of innovation?
6. Describe Corporate Social Responsibility.

Master of Business Administration - Semester 4

MB0053: "International Business Management"

(4 credits)

(Book ID: B1315)

ASSIGNMENT- Set 1

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

1. What is globalisation and what are its benefits?
2. Discuss in brief the Absolute and comparative cost advantage theories.
3. How is culture an integral part of international business. What are its elements?
4. Describe the tools and methods of country risk analysis.
5. Write short notes on:
 - a. Spot and forward contracts
 - b. Foreign currency derivatives
6. Discuss the importance of transfer pricing for MNCs.

Master of Business Administration - Semester 4

MB0053: "International Business Management"

(4 credits)

(Book ID: B1315)

ASSIGNMENT- Set 1

Marks 60

Note: Each Question carries 10 marks

1. Write a note on strategic objectives.
2. Discuss in brief the role of WTO in promoting international business.
3. Write a note on various export promotion schemes by GOI.
4. What do you understand by regional integration? List its types.
5. What are the challenges faced by Indian businesses in global market?
6. Discuss the various e- business models.