



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

M.B.A. MARKETING MANAGEMENT

SECOND YEAR

Academic Year 2020 - 2021

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for **SIX** papers as per instructions, those who have opted project and Viva-Voce.

Students are asked to write the assignments for the **EIGHT** Papers as per instruction those who have opted **Two Theory** Papers (2.7.1 & 2.7.2) as specialisation.

Last date for submission : **01-03-2021**

Last date for submission: with late fee ₹300/- : **16-03-2021**

NOTE:

1. Assignments sent after **16-03-2021** will not be evaluated.
2. Assignments should be in the own hand writing of the student concerned and not type-written or printed or photocopied.
3. Assignments should be written on A4 paper on one side only.
4. All assignments (with Enrolment number marked on the Top right hand corner on all pages) should be put in an envelope with superscription "**MBA Assignments**" and sent to **The Director, Directorate of Distance Education, Annamalai University, Annamalainagar – 608 002** by **Registered post**.
5. No notice will be taken on assignments which are not properly filled in with *Enrolment Number* and the *Title* of the papers.
6. Students should send full set of assignments for all papers. Partial assignments will not be considered.

ASSIGNMENT INSTRUCTIONS

Write assignments on any *TWO* questions in each paper out of the *FOUR*. For each questions the answer should not exceed 15–pages. Each assignment carries 25marks (2 questions). You are expected to write **two questions for every subject**.

DR. A. RAJASEKARAN
DIRECTOR

2.1 PRODUCT AND SERVICES MARKETING

1. Do you feel that consumers are satisfied with the quality of after sales services available to consumer goods such as refrigerators, TV-sets, air-conditioners and so on in India? Discuss.
 2. Examine the product life cycle of personal computers in the Indian Market, and trace the various marketing strategies followed by firms at different stages.
 3. “Flexible pricing seems much more prevalent in Marketing of services than in the marketing of goods” – Do you agree? Explain.
 4. Branding is a hot topic in board rooms around the world, because most of the CEO's recognize that a strong brand is powerful driver. In this context discuss about they key elements that contribute to brand equity? Discuss this concept with reference to TATA and CavinKare
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2.2 MARKETING RESEARCH

1. “A descriptive research design is formal and rigid whereas exploratory research design is informal and flexible.” Explain this statement by using Indian examples.
 2. Do you agree that data obtained through experiments are more valid and reliable than through surveys and observations? Why or why not? Explain.
 3. Prepare a questionnaire for studying the marketability of a hypothetical consumer product.
 4. “Sampling error is an inherent part of the sampling process; it cannot be eliminated.” What do you think about this statement? Do you agree or Disagree? Explain.
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2.3 CONSUMER BEHAVIOUR

1. How can marketers use measures recognition and recall to study the extent of consumer learning?
 2. Analyse and assess the consumer decision making process and bring out the impediments while buying a high priced car like- Mercedes Benz, Rolls Royce, etc.
 3. The advertising manager of a company wants to know, how many people actually view and understand the advertising message of a commercial that the company plans to place on a prime-time network television program. How can the advertising manager obtain valid information regarding the viewing and understanding of the company's commercial?
 4. How are attitudes formed? Can consumer attitude be changed? Explain with examples.
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2.4 RURAL MARKETING

1. Rural Marketing is the real marketing – Do you agree or disagree. Substantiate your views.
 2. Explain the various changes which are required to be made in the promotional strategy of a company for successfully promoting a product in rural markets
 3. Going rural is the need of the hour”. Keeping this statement into account, suggest the various roadblocks which the marketers have to overcome in order to successfully launch their product in rural markets.
 4. “Universe is depending on Rural Marketing”. Do you agree or disagree. Justify your views?
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2.5 SALES AND DISTRIBUTION MANAGEMENT

1. Some people opine that a middleman increases the cost of marketing, while others praise it as it adds value to the product. How would you reconcile these two opposite views?
 2. If your firm is considering changing the shape of certain territories, what actions would you take to lessen the protests of the sales force who may be upset about this type of change?
 3. How sales target are fixed by companies? Discuss about the application of sales forecasting techniques in fixing the target. Do you feel that fixing sales target is useful? Give reasons.
 4. What are the different channels available for distribution? How do you select a right channel? Suggest suitable channel for the following products.
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2.6 STRATEGIC MANAGEMENT

1. What are the six sigma strategies? Is this strategies has suitable to all the organization? If yes explain briefly If no justify your answer.
2. A leading steel company approaches you for strategies formulation and implementation in the changing environment. Suggest them a combination of strategies for productivity improvement (Make necessary assumptions).
3. Consider the shampoo market in India. Prepare a table showing the differences between the strategies adopted by top 5 brands. Explain each point.
4. Differentiate between competitive advantage of a country and a corporate. Discuss how this can help a firm to win over competition and grab more market share.

2.7.1 E-COMMERCE

1. What type of electronic payment systems is required in E-Commerce? Why are there different types of payment systems? Explain the necessary characteristics of each type of payment system and give an example of each where it is used.
 2. Describe the current e-commerce scenario in India and explain the future prospect of e-commerce
 3. Take an example of any two e-commerce companies in India providing high end e-commerce solutions and describe how they established customer confidence, trust and ensured privacy and security of the e-commerce transactions.
 4. What is meant by Home entertainment? How it is related to E-Commerce and explains the size of the Home Entertainment Market?
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2.7.2 BUSINESS RESEARCH METHODS

1. Why do business organizations need research? A company, faced with the problem of increasing rate of work force turnover, wants you to conduct a research on this problem. Prepare a blueprint on the research process, you will follow.
2. "Research is much concerned with proper fact finding, analysis and evaluation". Do you agree with this statement? Give reasons in support of your answer.
3. "Whenever possible, it is advisable to use instruments that have already been developed and repeatedly used in published studies, rather than develop our own instruments for our studies" - Do you agree? Discuss the reasons for your answer
4. "Every data collection method has its own built-in biases. Therefore, resorting to multi-methods of data collection is only going to compound the biases", How would you critique this statement?