


ANNAMALAI UNIVERSITY

DIRECTORATE OF DISTANCE EDUCATION

M.B.A. MARKETING MANAGEMENT

SECOND YEAR

Academic Year 2021 - 2022

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: **16-03-2022**

Last date for submission with late fee Rs: 300/- **19-04-2022**

NOTE:

1. Assignments sent after 19-04-2022 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 foolscap 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 question the answer should not exceed 15 – pages. Each assignment carries 25 marks (2 questions). You are expected to write two questions for every subject.

DR R.SINGARAVEL
DIRECTOR

2.1 PRODUCT AND SERVICES MARKETING

1. Explain the traditional services marketing mix and describe the expanded mix for services. Discuss the marketing mix as applicable to banking service sector.
2. Assume you are a team member of the marketing research department of a low cost domestic airline. Your manager has asked you to evaluate the service quality of the airline. How would you go about it? What service quality dimensions would you use to evaluate the same?
3. Write an explanatory note on origin and growth of products service marketing. Yoga and Spirituality have long been India's strengths in foreign markets. Also the ayurvedic product brands from India are making a big league globally. Design strategy to focus on the measures you would prefer to initiate to increase the influx of high spending tourists coming from abroad. Also make use of the Indian traditional knowledge and sell books based on it in the markets abroad.
4. "Every service needs a product and every product needs a service" comment.

2.2 MARKETING RESEARCH

1. Marketing Research has been suggested as a training ground for advancement in the firm. Do you agree with this or do you feel that researchers should stay within their specialty?
2. Assume you wish to determine whether men are brand-conscious when they are shopping for suits. How could this question be studied using the observation method? Using the questionnaire method?
3. Assume you wish to determine whether men are brand-conscious when they are shopping for suits. How could this question be studied using the observation method? Using the questionnaire method?
4. Bring out a detailed marketing research that would be useful for a) the public transport authority in Chennai city b) National Zoological Park - Vandaloor.

2.3 CONSUMER BEHAVIOUR

1. Explain how the product manager of a breakfast cereal might change consumer attitudes toward the company's brand by
 - a) Changing beliefs about the brand
 - b) Changing beliefs about competing brands
 - c) Changing the relative evaluation of attributes
 - d) Adding an attribute
2. Assume that a soft-drink marketer wanted to increase penetration in the Hispanic market. Prepare a set of recommendations for doing so.
3. Prepare a report that documents the effects of religious sub cultures on consumer behavior
4. Review the activities undertaken by marketing oriented firms and show the consumer behavior of each activity

2.4 RURAL MARKETING

1. Does Rural Marketing require strategies? If yes or no – Give a detailed note. What are the product related strategies for rural marketing
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. As a product manager of a FMCG company, how would you handle the menace of spurious brands in the rural markets?
4. Suggest the different ways of segmenting a rural market. On what bases would you consider for marketing Detergent soaps, cool drinks and television in rural market? Justify your views.

2.5 SALES AND DISTRIBUTION MANAGEMENT

1. Write an essay on wholesaling? Explain the different marketing functions performed by wholesaler-distributors for manufacturers with the help of suitable examples.
2. What is the purpose of Sales Organization? What steps will you take for setting up a Sales Organization? Explain with the help of suitable example.
3. As a marketing manager for a nondurable manufacturing company, what factors would you consider and what process would you adopt to select a distribution channel? Explain.
4. Explore new marketing and distribution channel for online e-marketing Companies.

2.6 STRATEGIC MANAGEMENT

1. If strategic planning is essentially a program, can it display the degree of adaptiveness that 21st century enterprises need? Would 'strategic improvisation' be a plausible alternative? Explore the practical consequences of strategic improvisation for enterprise management.
2. Select an Automobile industry in India, and evaluate its competitive business strategy using Porter's five force model? What strategies can you suggest to convert the unattractive forces in to attractive ones?
3. Why would management adopt a stability strategy? Can stability strategies be viable over a lengthy period of time? Why or Why not?

2.7.1 E-COMMERCE

1. Enumerate Security of Internet hosts and networks, Public key infrastructure, Safety of E-Commerce applications, Electronic payment systems, Trust and reputation in E-Commerce.
2. Discuss the role of data mining techniques and data visualization in E-Commerce.
3. Describe the current e-commerce scenario in India and explain the future prospect of e-commerce.
4. Discuss about the prevention procedures of the firewall to avoid the attack from hackers.

2.7.2 BUSINESS RESEARCH METHODS

1. "Empirical research in India creates so many problems for the researchers" .State the problems that are usually faced by young researchers.
2. In order to improve the importance of chi square analysis, correlation analysis and t test. Create tables with imaginary and appropriate values and explain the results.
3. If a control group is a part of an experimental design, one need not worry about controlling other exogenous variables. -Discuss this statement.
4. Data processing is an intermediary stage of work between data collection and data analysis"- Explain the statement by enumerating the various operations involved in it.