

Sai Nath University

Assignment For MBA4TH Sem.

The Assignment will consist of two parts, A and B. Part A will have 5 short answer questions(40-60 words) of 4 marks each. Part B will have 4 long answer questions of 5 marks each.

All questions are compulsory.

These Assignments should be completed and submitted in written form by the student to his/her respective Faculty/ Examiners. Assignment Submission Dates are:

➤ **June-18**

List Of Suggested Questions

The list of suggested questions is for students to practice. Although optional, we recommend that students solve these questions, as they will help them in preparing for exams as well as in clearing the important concepts of the subject.

List of Practical and suggested practical's

The list of practical's should be done by the students in their Lab Sessions. These are the basic practical's, which each student should be able to do himself independently. While the list of suggested practicals are optional, but it is recommended that students should perform those practical so as to have a thorough knowledge of the subject

Education Delivery Schedule (EDS)

As per University Semester scheme, the minimum contact hours of each paper has been

Divided into two hours theory and practical class.

The faculty will maintain this attendance paper wise for his/her batch.

Subject Code	Subject Name
MBA420 M- 1	CONSUMER BEHAVIOUR
MBA420 M -2	ADVERTISING AND COMMUNICATION MANAGEMENT
MBA420 M -3	BRAND MANAGEMENT
MBA420 M -4	SALES AND DISTRIBUTION MANAGEMENT
MB 420 M -5	INTERNATIONAL MARKETING

SAI NATH UNIVERSITY

Cover page of Assignment

ID NUMBER
NAME
COURSE	MBA
STREAM
SEM	4 TH
SUBJECT CODE
SUBJECT NAME

Assignments will be completed by the Student in his/her own handwriting.

MBA 430 M-1

CONSUMER BEHAVIOUR

Part A

1. Why must marketing strategies ultimately influence overt consumer behavior to be successful?
2. Explain the components of Howard Sheth model of consumer behavior
3. How can knowledge of personality be used to develop marketing strategy?
4. What are the major post purchases processes engaged in by consumers?
5. Define reference group and explain the types of reference groups with distinctive characteristics.

Part B

- 6- What is meant by Consumer Behavior? Explain the need for studying Consumer Behavior
- 7- What is Market Segmentation? Explain the relationship between Demographic Characteristics and Market Segmentation.
- 8-At what are different Models of Buyer Behavior? Explain the salient features of Webster and Wind Model of Buyer Behavior.
- 9- What are the Psychological Foundations of Consumer Behavior?

MBA 430 – M2

ADVERTISING AND COMMUNICATION MANAGEMENT

Part A

- 1- What is market segmentation? On what bases can market be segmented?
- 2- What is promotion mix? What are the advantage and disadvantage of the different elements of the promotion mix?
- 3- Explain the percentage of sale method and objective and task method of setting promotional budget?
- 4- Explain the communication process with the help of a model?
- 5- What do you understand by consumer buying behavior?

Part B

- 6- What are the factors which affect consumer buying behavior?
- 7- What are the various point taken into account while designing an effective message for communication?
- 8- Explain the concept of product life cycle. What are the strategies used by marketers in the growth and maturity stages of product life cycle?
- 9- Differentiate between any two:
 - a-Advertising and publicity
 - b-Marketing mix and promotion mix
 - c-Advertising and sales promotion
 - d-Marketing and selling

MBA 430- M 3

BRAND MANAGEMENT

Part A

- 1- Explain different types of brands.
- 2- Explain the various functions of brand.
- 3- What is meant by Brand Positioning? Discuss its importance in terms of success of any brand.
- 4- What kind of role does consumer play in building a brand? Explain the steps involved in Brand building?
- 5-Explain the factors influencing Brand Loyalty?

Part B

- 6- Explain different methods of Brand Promotion. Explain different categories for Brand Extension. ?
- 7- Enumerate the factors influencing Decision for extension. Explain the tactics to build measure and manage Brand equity?
- 8- What are all the challenges associated with setting objectives for a brand?
- 9-What is mean by brand positioning? Explain the steps involved in brand positioning?

MBA 430 M- 4

SALES AND DISTRIBUTION MANAGEMENT

Part A

- 1- Explain the relationship between sales and distribution. Give suitable example?
- 2- Explain the following:
 - a- Steps of sales territory design
 - b- Compensation plan of sales force
- 3- How can AHP used in evaluating performance of channel intermediary?
- 4- Larger the number of intermediaries would be the cost of product. Comment on the statement?
- 5- Explain channel design process for distribution of placement brochure of premium B-School?

Part B

- 6- Discuss Kenneth Thomas five style of conflict resolution?
- 7- Explain the direct supervisory method of sales force?
- 8- Discuss in brief sales performance review?
- 9- Write a detailed note on ethics in sales management?

MBA 430 M-5
INTERNATIONAL MARKETING
PART A

- 1- Write a note on product adaptation vs. product standardization.
- 2- What are the major points to be covered in a price quotation?
- 3- Discuss the advantages and limitations of indirect exporting.
- 4- State the contents and explain the significance of the following documents:
 - (i) Bill of Lading and
 - (ii) Commercial invoice
- 5- How would you select an agent to represent you in a foreign country? Explain giving suitable examples.

PART B

- 6- What are the factors that prompt international business concerns to invest in foreign countries? Discuss giving suitable examples.
- 7 -Discuss the role of India's trade representatives abroad in export promotion.
- 8- Why is it important for an international marketer to study culture? What are the techniques available for undertaking cultural analysis?
- 9-Bring out the importance of pre-feasibility, feasibility studies and technical analysis in ensuring success in the operation phase of the project.

