

286

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2014-2015

परास्नातक अन्तर्राष्ट्रीय व्यापार प्रबन्धन कार्यक्रम

Post Graduate International Marketing Management Programme

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code: MBA  
कोर्स शीर्षक : अन्तर्राष्ट्रीय व्यापार प्रबन्धन कोर्स कोड : एम.बी.ए.-3.43N/  
5.43(O)/  
Course Title : International Marketing Management पी.जी.डी.एम.बी.-01  
Course Code : MBA-3.43N/5.43(O)/  
PGDIMB-01

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

**Section 'A'**

अधिकतम अंक : 18  
Maximum Marks : 18

1. What are the reasons that promote International business concerns to invest in foreign lands? 6
2. The EPRG frame work has implications on the strategy formulation process. Explain with help of example in the Indian context? 6
3. What do you understand by the term political risk. In your opinion is it country specific or firm specific or both, Elaborate giving examples? 6

**Section - B**

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Explain the role of Government in foreign trade? 2
5. Differentiate between global marketing from domestic marketing? 2
6. Define use and objective of letter of credit? 2
7. List various functions performed by an export house? 2
8. Write short note on International product life cycle? 2
9. How you will plan the 'Product Mix' for international market? 2

288

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : अन्तर्राष्ट्रीय व्यापार कोर्स कोड : एम.बी.ए.-4.1/4.1(O)/  
Course Title : International Business पी.जी.डी.आई.एम.बी.-04  
Course Code : MBA-4.1/4.1(O)/  
PGDIMB-02

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

**Section 'A'**

अधिकतम अंक : 18  
Maximum Marks : 18

1. Discuss the International Trade Theories in detail. What are the factors influencing foreign investment decision? Explain. 6
2. Explain strategic planning and strategic considerations of Multi National Enterprises in brief. 6
3. What are the various International Intervention for International Business. Discuss in detail. 6

**Section - B**

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What are the factors responsible for development of the modern multinational enterprises. 2
5. Write a brief note on transfer pricing in Multi National organisations. 2
6. What are the objectives and approaches to control in Multinational Organisation. 2
7. Explain cross cultural perspectives of Human Resource Management in MNEs. 2
8. Discuss the framework of multi-lateral Negotiations. 2
9. Explain 'Total Quality Management' and 'Flexible Manufacturing System' in brief. 2

395

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2014-2015

परास्नातक वाणिज्य कार्यक्रम

Master of Commerce (B.Com.)

विषय : ई-वाणिज्य विषय कोड : पी.जी.डी.आई.एम.बी.  
Subject : E-Commerce Subject Code: PGDIMB  
कोर्स शीर्षक : कोर्स कोड : पी.जी.डी.आई.एम.बी.-03  
Course Title: Course Code : PGDIMB-03

अधिकतम अंक : 30  
Maximum Marks : 30

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

1. Explain architectural framework of E-Commerce. Also describe different business model of E-Commerce in detail. 6
2. (a) What is EDI? Discuss its importance in e-commerce. Also explain EDI layer architecture. 3  
(b) What do you understand by encryption? Explain public key and private key encryption technique in detail. 3
3. What is EPS (Electronic Payment System)? What is the function of payment gateway? Also, describe the encrypted credit card payment system in detail. 6

Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What are the different methods used in client server security threats. 2
5. What is meant by I-way? Discuss its importance in e-commerce. 2
6. Explain different message standards of EDI in brief. 2
7. Explain ISO's Open System Interconnection model and its layer in brief. 2
8. Explain IP screening firewall in detail. 2
9. Explain IT Act 2000 and cyber crimes in detail. 2

287

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन

विषय कोड : एम.बी.ए.

Subject : Management

Subject Code : MBA

कोर्स शीर्षक : विपणन अनुसंधान

कोर्स कोड : एम.बी.ए.-3.44N/

Course Title : Marketing Research

5.44(O)/

पी.जी.डी.एम.बी.-04

Course Code: MBA-3.44N/5.44(O)/

PGDMB-04

अधिकतम अंक : 30

Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

**Section 'A'**

अधिकतम अंक : 18

Maximum Marks : 18

1. Marketing Research is a systematic gathering recording and analysing of data about problems relating to marketing of goods & services." Examine this statement and discuss the process of marketing research. 6
2. What is data? Why is it collected for any research? What are the various methods of data collection. 6
3. What do you mean by Research Design? What is the basis for classification of various types of research design? How is research conducted under descriptive design of research. 6

**Section - B**

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Discuss various steps involved in the sampling process? 2
5. Differentiate between market research and marketing research? 2
6. What is non-parametric test? 2
7. Define steps involved in designing a questionnaire? 2
8. Differentiate between sampling and non-sampling error? 2
9. What do you mean by qualitative research? 2

268

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम.बी.ए.)

Master of Business Administration Programme (M.B.A.)

विषय : प्रबन्धन विषय कोड : एम.बी.ए..  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : विक्रय प्रबन्धन कोर्स कोड : एम.बी.ए.-2.5(N)/4.3(O)/  
पी.जी.डी.आई.एम.बी.-05  
Course Title : Sale Management. Course Code : MBA-2.5(N)/4.3(O)/  
PGDIMB-05

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

**Section 'A'**

अधिकतम अंक : 18  
Maximum Marks : 18

1. Describe the key decision areas in sales and distribution management? 6
2. What do you understand from the "Structure of a presentation"? Do you need it in a sales presentation. Discuss. 6
3. Why do sales trainers rely so much on role-play in teaching sales techniques. Discuss its advantages over other training methods. 6

**Section - B**

अधिकतम अंक : 12

Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What do you understand by sales territory design? 2
5. List various operating and planning functions of sales executive. 2
6. Differentiate between Patterned, Interview and Unstructured. Interview? 2
7. Differentiate between test validity and text reliability? 2
8. Explain various factors influencing design of compensation schemes? 2
9. What do you understand by Body of Presentation? 2
10. List and defined various types of rates presentations.