

# उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

## अधिन्यास (Assignment)

2015-2016

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

### Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए./ पीजीडीएमएम-01
Subject	: Management	Subject Code	: MBA/PGDMM-01
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए.1.6 (सी)/
Course Title	: Marketing for Managers	Course Code	: MBA-1.6(N)/ MBA- 2.2 (O)/ PGDMM-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

खण्ड - अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. Explain Marketing and Marketing Strategy? Also throw light on social marketing in scenario of U.P.
2. What do you understand by concept of services? Discuss Elements of Marketing mix in service marketing.
3. Describe methods of designing the marketing organizations? Also define organizations of corporate marketing.

### Section – B

खण्ड - ब

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 is product differentiation?
5. Present a model of consumer behaviour?
6. List various steps of Buyer Decision process?

7. Briefly discuss product line decision and diversification.
8. Suggest marketing mix at different stage of PLC?
9. Point out various methods of sales forecasting?

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए.3.42 (एन)/ 5.42 (ओ)/ पीजीडीएमएम.-02
Course Title	: Management of Marketing Communication	Course Code	: MBA-3.42 (N)/ 5.42 (O)/ PGDMM-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

खण्ड - अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. Discuss the following :
  - a) Concept of Marketing Communication.
  - b) Consumer Perception.निम्नलिखित का वर्णन कीजिए -
  - अ) विपणन सन्देश वाहन की संकल्पना
  - ब) ग्राहक अनुभूति
2. Explain the Concept of Media Planning. How can Media be classified?  
मीडिया नियोजन की संकल्पना को समझाइये। मीडिया का वर्गीकरण कैसे किया जा सकता है?
3. Elaborate different legal and ethical issues in advertising.  
विज्ञापन के विभिन्न कानूनी एवं शीलाचार सम्बन्धी मुद्दों का विस्तार से विवेचना कीजिए।

### Section - B

खण्ड - ब

अधिकतम अंक : 12  
Maximum Marks: 12

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

4. Define 'Social Marketing Communication'.  
शामाजिक विपणन सन्देश वाहन को परिभाषित कीजिए।
5. What factors influences promotional Mix? Explain.  
प्रमोशनल मिश्रण को कौन तत्व प्रभावित करते हैं? व्याख्या कीजिए।
6. Differentiate between advertising and promotion.  
प्रमोशन एवं विज्ञापन में अन्तर कीजिए।
7. Discuss Media Scheduling.  
मीडिया अनुसूची का वर्णन कीजिए।
8. What do you mean by Direct Marketing?  
प्रत्यक्ष विपणन से आपका क्या आशय है?
9. Enlist Various applications of advertising research.  
विपणन शोध के विभिन्न अनुप्रयोगों की सूची दीजिए।

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2015-2016

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### Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए.4.3 (एन)/ 6.1 (ओ)/ पीजीडीएमएम.-03
Course Title: Strategic Management		Course Code	: MBA-4.3 (N)/ 6.1 (O)/ PGDMM-03

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

खण्ड - अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. Describe the elements of strategic Management and explain different levels of strategy.
2. Discuss the process of strategic management. How could a strategy be evaluated?
3. Describe various forms of organization. What strategy will you recommend for bigger and smaller type of organization and why?

### Section - B

खण्ड - ब

अधिकतम अंक : 12  
Maximum Marks: 12

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

4. Briefly discuss the sources of environmental information.

5. Discuss the role and importance of feedback system in strategic management.
6. Examine the role of leadership. How could his role be made effective to the organization.?
7. Evaluate the leadership styles in Indian Context.
8. Discuss the impact of climate change on the implementation of strategy.
9. Write notes on Corporate Social responsibility.

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Subject :	Subject Code :	MBA
कोर्स शीर्षक :	कोर्स कोड :	एम.बी.ए.3.41 (ओ)/ 5.41 (ओ) / पीजीडीएमएम -04
Course Title: Consumer Behaviour	Course Code :	MBA-3.41(O)/ 5.41 (O)/ PGDMM -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

खण्ड - अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. What do you understand by Consumer Behaviour? Also discuss its application in Marketing.
2. Explain VALS system of classification? Why it is important for a marketing manager.
3. Discuss important models of buying behaviour ? Which one is most relevant in Indian market scenario.

### Section - B

खण्ड - ब

अधिकतम अंक : 12  
Maximum Marks: 12

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

4. List various individual determinants of Consumer Behaviour?
5. Why Consumer Behaviour is important in marketing?

6. What are the functions of consumer attitude?
7. Define Motivational conflicts?
8. Discuss in brief the influences of children in family buying?
9. What is "Howard Sheth model"?