

# उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

## अधिन्यास (Assignment)

2017-2018

### Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: पीजीडीआइएमबी.-01
Subject Title	: International Marketing Management	Course Code	: PGDIMB.-01

अधिकतम अंक : 30  
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.  
Answer all questions. All questions are compulsory.

### Section- A

खण्ड-अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. Discuss the role of CRM in international marketing

Or

Explain in detail the importance of International Marketing.

Or

What are the reasons that promote International business concerns to invest in foreign lands?

2. Explain various entry mode to international markets?

Or

What is the meaning of international advertising? Throw light on its objectives.

Or

The EPRG frame work has implications on the strategy formulation process. Explain with help of example in the Indian context?

3. Throw light on communication mix for International marketing?

Or

Discuss the main documents used in export trade.

Or

What do you understand by the term political risk? In your opinion is it country specific or firm specific or both, Elaborate giving examples?

### Section- B

खण्ड—ब

अधिकतम अंक : 12  
Maximum Marks: 12

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

4. Differentiate between global marketing and domestic marketing?  
Or  
What do you understand by export assistance?  
Or  
Explain the role of Government in foreign trade?
5. Briefly define international product life cycle?  
Or  
What is personal selling?  
Or  
Differentiate between global marketing from domestic marketing?
6. How you will plan the “product Mix” for international market?  
Or  
Explain the sources of Medium and long-term export Finance.  
Or  
Define use and objective of letter of credit?
7. List various functions of international marketing department of an business organization  
Or  
Explain the difference between home Marketing pricing and Export Marketing pricing.  
Or  
List various functions performed by an export house?
8. How political risk or political factor will closely associated with international marketing decisions?  
Or  
What do you understand by Logistic decisions?  
Or  
Write short note on International product life cycle?
9. How qualitative research is important for international marketing approach?  
Or  
Explain the Methods of International Promotion.  
Or  
How you will plan the 'Product Mix' for international market?

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2017-2018

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: अन्तर्राष्ट्रीय व्यापार	कोर्स कोड	: पीजीडीआइएमबी.-02
Subject Title	: International Business	Course Code	: PGDIMB.-02

अधिकतम अंक : 30  
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.  
Answer all questions. All questions are compulsory.

### Section- A

खण्ड—अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. Explain Raymond Vernon's PLC theory in international trade?

Or

Discuss the International Trade Theories in detail. What are the factors influencing foreign investment decision? Explain.

Or

Examine the impact of the Industrial Revolution on international business.

2. What do you understand by the export assistance? Discuss the main documents used in export trade.

Or

Explain strategic planning and strategic considerations of Multi National Enterprises in brief.

Or

Explain the Product Life Cycle Theory of FDI in detail.

3. Discuss the political legal, Social and economic factors in the internal environment?

Or

What are the various International Intervention for International Business? Discuss in detail.

Or

How does nationality of an MNE affect its planning? Examine.

### Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. List various entry modes for international business?

Or

What are the factors responsible for development of the modern multinational enterprises?

Or

What are the important dimensions of international business?

5. Briefly discuss the factors which motivate for of international business?

Or

Write a brief note on transfer pricing in Multi National organizations.

Or

Briefly discuss the foundations of international business.

6. Write a short note on transfer pricing?

Or

What are the objectives and approaches to control in Multinational Organization?

Or

List objectives of Transfer Pricing?

7. What are the major pitfalls of planning?

Or

Explain cross cultural perspectives of Human Resource Management in MNEs.

Or

What are the important actions of planning?

8. Explain various ownership strategies for international business?

Or

Discuss the framework of multi-lateral Negotiations.

Or

What is ownership strategy?

9. Why TQM is important in international trade?

Or

Explain Flexible Manufacturing System in brief.

Or

Explain the concept of Total Quality Management.

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अधिन्यास (Assignment) 2017-2018

Application Oriented Programme

विषय :	विषय कोड :	पीजीडीआइएमबी
Subject :	Subject Code :	PGDIMB
कोर्स शीर्षक :	कोर्स कोड :	पीजीडीआइएमबी -03
Subject Title :	Course Code :	PGDIMB-03

अधिकतम अंक : 30  
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.  
Answer all questions. All questions are compulsory.

**Section- A**

खण्ड—अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. Explain the role of information and technology in E-Business?  
Or  
What are the features of E-Commerce? Explain the challenges of E-Commerce?  
Or  
Is E-commerce essential in present time? Explain
2. What is electronic data interchange.  
Or  
The four major issues with internet are robustness, reliability, bandwidth and security, explain.  
Or  
Explain the Following:  
(i) Internet  
(ii) Intranets  
(iii) Extranets
3. Explain business process Re-engineering?  
Or  
What is business process re-engineering? Explain its methodology.  
Or  
What are various types of EDI Standards? Explain.

**Section- B**  
**खण्ड—ब**

**अधिकतम अंक : 12**  
**Maximum Marks: 12**

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

4. Explain strategic alignment model?

Or

List the popular payment instruments in E-Commerce transactions. How is a credit card used in electronic payment system?

Or

Explain in brief the provisions of information. Technology Act, 2000 in relation to digital signature.

5. What are various legal issues in E-business?

Or

Define the term cryptography; explain how it is useful to maintain E-commerce security

Or

What are advantages of public key cryptography? Explain.

6. What is webmaster?

Or

Describe the process of a transaction in B2C e-commerce.

Or

What are different network topologies? Explain.

7. Explain internet communication protocols

Or

Explain the various types of threats in e-security system.

Or

Explain Firewalls.

8. Differentiate between intranet and internet.

Or

Write short notes on tracking tools.

Or

Write short notes on WAN

9. Write short note on E-mail.

Or

Write short notes on E-governance.

Or

Write short notes on FTP

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2017-2018

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: पीजीडीआइएमबी
Subject	: Management	Subject Code	: PGDIMB
कोर्स शीर्षक	:	कोर्स कोड	: पीजीडीआइएमबी -04
Subject Title	: Marketing Research	Course Code	: PGDIMB 04

अधिकतम अंक : 30  
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.  
Answer all questions. All questions are compulsory.

**Section- A**

खण्ड—अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. What is marketing research? Discuss its various applications?  
Or  
What is the process of conducting a market research? Why tabulation and analysis of data is important for conducting it?  
Or  
What is marketing research? Explain its importance and scope.
2. Differentiate between qualitative and quantitative marketing research?  
Or  
Why international companies do marketing research before entering in India? Explain the scope of international Marketing Research.  
Or  
Describe the Process of Marketing Research.
3. How MR is useful in sales promotion decisions?  
Or  
Define research design? What are the various types of research design?  
Or  
Why International Marketing Research is very much essential before entering the foreign markets? What are its basic elements? How it is done? Discuss briefly.

**Section- B**

खण्ड—ब

अधिकतम अंक : 12  
Maximum Marks: 12

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

4. What are the elements of international marketing?  
Or  
Bring out the difference between market research and marketing research.  
Or  
What is motivational Research? Explain.
5. What is the concept of motivational research?  
Or  
What are the qualities of a marketing research manager?  
Or  
Which is the areas application of marketing research? Describe.
6. List various application areas of marketing research?  
Or  
What do you mean by the term “Rural Marketing”?  
Or  
What do you understand by Buyer Behavior? Explain its importance.
7. How you will define questionnaire in research?  
Or  
What do you mean by Questionnaire?  
Or  
What do you understand by Market Segmentations. Explain.
8. Differentiate between primary & secondary data?  
Or  
What do you mean by Feedback and why it is important?  
Or
9. Discuss “Research Design”?  
Or  
What are the problems of conducting a consumer research?  
Or  
What are the different channels for the distribution of goods Discuss?



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2017-2018

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विषय : प्रबन्धन  
Subject : Management  
कोर्स शीर्षक : विक्रय प्रबंधन

विषय कोड : एम.बी.ए.  
Subject Code : MBA  
कोर्स कोड : पीजीडीआइएमबी.-05

Subject Title : Sales Management

Course Code : PGDIMB-05

अधिकतम अंक : 30  
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.  
Answer all questions. All questions are compulsory.

### Section- A

खण्ड—अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. What are different selling and buying styles?

Or

What is sales and sales Management? Discuss various sales & distribution strategy.

Or

Describe the key decision areas in sales and distribution management?

2. How body language plays a role in explain the strength of the sales person?

Or

Discuss various theories of sales?

Or

What do you understand from the “Structure of a presentation”? Do you need it in a sales presentation? Discuss.

3. Explain different levels of listening skills and identify the most important stage for a sales person?

Or

Write an essay on uses of computerized sales management system?

Or

Why do sales trainers rely so much on role-play in teaching sales techniques? Discuss its advantages over other training methods.

## Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. Discuss various theories of sales?  
Or  
Differentiate between verbal and Non-Verbal Communication?  
Or  
What do you understand by sales territory design?
5. Differentiate between advertising and personnel selling?  
Or  
Differentiate between personnel selling and public relation?  
Or  
List various operating and planning functions of sales executive.
6. What is verbal communication? List its various advantages.  
Or  
Define types of Sales presentation?  
Or  
Differentiate between patterned, interview and unstructured, interview?
7. What do you understand by the term 'sales quota'?  
Or  
List various steps of sales Negotiations?  
Or  
Differentiate between test validity and text reliability?
8. Discuss various important objectives of sales negotiations?  
Or  
How you will motivate the Retailers?  
Or  
Explain various factors influencing design of compensation schemes?
9. What are different strategies of sales presentation?  
Or  
Discuss in brief various attributes of a good "Sales Quota Plan".  
Or  
What do you understand by Body of Presentation?