



**DEPARTMENT OF BUSINESS MANAGEMENT
DR. B. R. AMBEDKAR OPEN UNIVERSITY
ROAD NO. 46, JUBILEE HILLS, HYDERABAD – 500 033**

Dear Student,

We are enclosing two assignments in each course, for **ALL** courses, including optional courses, of Post-Graduate Diploma in Marketing Management Program (2017-18 Batch). Please note the following points while answering these assignments:

1. Assignments are compulsory for PGDMM Program. They have a weight age of 30% in each course.
2. You have to submit both the assignments compulsorily. You will not be allowed to appear for the year-end examination for any course if you do not submit the specified number of assignments in time for that course.
3. Each assignment carries a maximum of 15 marks and you have to get a minimum of 40% of marks, i.e., 6 out of 15, to qualify in that assignment. If you fail to get the minimum marks in any assignment, you have to resubmit that particular assignment. Repetition of the same assignment will not be allowed more than once.
4. The maximum marks for each course at the year-end examination are 70 and you have to get a minimum of 40% i.e., 28 out of 70.
5. Division will be awarded on the basis of the aggregate marks obtained in assignments as well as in the year-end examinations.
6. Dates of submission for the assignments are:

	For Compulsory Courses (PGDMM-01, 02 & 03 Courses)	For Optional Courses (PGDMM-04, 05,06 & 07 Courses)
FIRST ASSIGNMENT:	31.05.2018	31.07.2018
SECOND ASSIGNMENT:	30.06.2018	31.08.2018

ASSIGNMENTS SUBMITTED AFTER THE DUE DATE WILL NOT BE ACCEPTED.

7. If, under unavoidable circumstances, you fail to submit the assignments within the stipulated time, your results will be declared only after the submission and evaluation of all the assignments.

8. If any student fails to submit all the assignments within the stipulated time, he/she has to answer the set of assignments that are sent to the batch in progress at that time.
9. You have to submit your assignments in the Study Centre to which you are attached.
10. The first page of your response sheet should be in the following format.

Student's Enrolment No.	:
Name of the Student	:
Address	:
Course Code	:
Course Title	:
Assignment No.	:
Question Nos.	:
Study Centre (Name & Code)	:
Date of Submission	:
Signature of the Student	:

11. Please go through the relevant course units thoroughly before you answer assignments.
12. If the assignment is of a problem model, you have to answer it in the proper format. You should give working notes also wherever necessary.
13. Before submitting the assignment, check it up carefully to make sure that you have attempted all the main points of the question.
14. You are required to use only foolscap size paper for your response. Allow some margin on the left in order to facilitate the evaluator to record his comments.
15. You have to answer the assignments in your own words. Kindly do not borrow sentences or paragraphs directly from the course material.
16. Do not copy from the response sheets of other students. If copying is noticed, the assignments of all such students will be rejected.
17. Start each assignment on separate sheets of paper.
18. You can consult your counsellors and clarify your doubts, if any, while answering the assignments.

19. The assignments should be neatly hand written. **Typed or Computerized assignments will not be accepted.**
20. You have to prepare your responses in duplicate, submit the original at your study centre and file the second copy with you as a record.
21. You can collect back the evaluated assignments from your study centre, if you want.
22. In case you request for a change of study centre, you should submit your assignments only to the original study centre until the University effects the change of the study centre.
23. Further correspondence should be made to the following address:

**The Director (SSB)
Dr. B. R. Ambedkar Open University
Prof. G. Ram Reddy Marg,
Road No.46, Jubilee Hills,
Hyderabad – 500 033.**

***HEAD
DEPARTMENT OF BUSINESS MANAGEMENT***



DR. B. R. AMBEDKAR OPEN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT

P. G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM - 01: ORGANIZATION & MANAGEMENT PROCESS
(2017-18 BATCH)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. How do you perceive the tasks of a professional manager in the below given areas? Explain in brevity giving contemporary examples:
 - i) Managing Innovations, and
 - ii) Building Human Organisations.

2. Explain any TWO of the following:
 - i) Organising Function;
 - ii) Leading Skills;
 - iii) Process of Strategy Formulation; and
 - iv) Implicit Favourite Model of Decision Making.

3. a) Define and explain the concept of 'Conflict'. What are the various types of conflict?
b) Define and explain the concept of 'Change'. Write a note on 'Resistance to Change'.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the meaning, purpose and importance of communication in general.
b) What do you understand by Strategic and Operational Planning? Explain in brief.

2. Define and Explain:

- a) Informal Delegation, and
- b) Theory X and Y

3. Analyze the following case-let and answer the questions given at the end:

Mr. Manish is 22 years old and will be receiving his Post Graduate Degree at the end of this semester in Human Resource Management from a university in Telangana. He had spent the past two summers working for Twin Cities Insurance Company (TCIC) filling in on a number of different jobs while their regular employees took their vacation. He has received and accepted an offer to join TCIC on a permanent basis upon Post Graduation, as a supervisor in the Policy Renewal Department.

“Twin Cities” is a large Insurance Company. At the Head Quarters office alone where Manish will work, they have employee strength of 5,000. The company believes strongly in the personal development of its employees. This translates into a philosophy, emanating from the top levels, of trust and respect for all TCIC employees. The job, Rajesh will be assuming, requires him to direct the activities of 22 clerks. Their job requires little training and is quite routine in nature. A clerk’s responsibility is to ensure that renewal notices are sent on Current Policies, tabulate any changes in premium from a standardized table and advise the sales division if a policy is to be cancelled as result of non-response to renewal notices.

Manish’s group is composed entirely of women of 19 to 52 years of age. For the most part, they are matriculates with little prior working experience. The salary range for these clerks is Rs.11,200/- to 14,700/- per month. Rajesh will be replacing a long-time TCIC employee, Jeetender. Jeetender is retiring after 37 years of service, the last 14 years spent as a policy renewal supervisor. Since Manish had spent a few weeks in Jeetender’s group last summer he was familiar with Jeetender’s style and his group members. He anticipated no problems from any of his soon-to-be employees, except possibly from Satish. Satish was well into his fifties, and had been a policy renewal clerk for over a dozen years and as the ‘grand-old man’ carried a lot of weight with the group members. Manish concluded that without Satish’s support his job could prove very difficult.

Manish is determined to get his career off on the right foot. As a result, he had been doing a lot of thinking about qualities of an effective leader.

Questions:

- (a) What are the critical factors that will influence Manish's success as a leader?
- (b) Do you think Manish can choose a leadership style? If so, describe the style you think would be most effective for him. If not, why?
- (c) What suggestions might you make to Manish to help him win over or control Satish?



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DEPARTMENT OF BUSINESS MANAGEMENT

P. G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM - 02: QUANTITATIVE METHODS

(2017-18 BATCH)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

- a) Suppose Mr. Raj repays his loan of Rs.65,000 by paying Rs. 4,000 in the first month and then increases the installment by 3,000 every month. How many months will it take for him to repay the total loan? Ignore interest details.

b) The demand function for a certain product is represented by the equation:
$$p = 100 + 25q - q^2$$
Where 'q' is the number of units demanded and 'p' is the price per unit. You are asked to ascertain marginal revenue function of the product. What is the marginal revenue at $q = 4$?
2. The following tabulated data is of all the students in a school. The data represents their First Unit Tests marks from all the six (6) subjects. Each subject is of maximum 25 marks. You are asked to calculate the Mean, Median and Mode Marks of the school.

Unit Tests Marks	0-15	15-30	30-45	45-60	60-75	75-90	90-105	105-120	120-135	135-150
No. of Students	36	64	100	150	250	300	200	180	160	100

3. Bags A and B contain 8 white, 6 red and 6 blue balls; and 14 white, 8 red and 8 blue balls respectively. If one ball is drawn at random from each bag, what is the probability that both the balls are of the same colour?

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Three training methods were compared to see whether they lead to higher effectiveness post training. The effectiveness data for the six trainees is quantified and given below:

Method	Effectiveness Measured					
XD	112	102	122	100	128	110
YE	140	108	116	124	100	120
ZF	104	96	108	102	126	96

Do these methods differ in terms of effectiveness? Test and Comment on their effectiveness taking 5% (α) level of significance.

2. In 80 tosses of a coin, 34 heads and 46 tails were observed. Using significance levels of (a) 0.05 and (b) 0.01 test the hypothesis that the coin is fair.
3. You are given the following data:
Correlation coefficient between P and Q = 0.66.

	P	Q
Arithmetic Mean	72	170
Standard Deviation	22	16

- i) Find the two regression equations:- P on Q and Q on P;
ii) Estimate the value of P when Q = 150; and
iii) Estimate the value of Q when P = 150.



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P. G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM - 03: MARKETING MANAGEMENT

(2017-18 BATCH)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the relevance of Marketing in a Developing Economy.
b) Explain the concept of a Market Segment with few examples.
2. Write about any two broad areas of application of marketing research which you learnt in your this course of the programme.
3. a) What do you understand by 'Consumer Behaviour'. Elucidate the importance of consumer behavior to Marketers.
b) Write a note on Product Line Decisions.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Explain the concept of 'Product Life Cycle' and its various stages in brevity.
2. Write short notes on any TWO of the Following:
 - i) Customary Pricing;
 - ii) Types of Advertising;
 - iii) Sales Forecast, and
 - iv) Selling and Sales Management.
3. Analyse the following case-let and answer the questions placed at the end:

Mr. Raja Ramam has passed his M.D. examination recently and is desirous of starting a Paediatric clinic in Secunderabad, Telangana State. Since medical practitioners are not allowed to advertise their services, he has a

concern to get established as early as possible in lieu of heavy investment in land building and equipments.

His younger brother Mr. Raja Vikram is undergoing a MBA programme in a foreign university and is excited with the basic knowledge in marketing and always talks about it.

After listening much from Vikram, Ramam asks him to prepare a total plan for promotional strategies he would use in order to achieve his objective.

Questions:

- 1) If you were Mr. Raja Vikram, how would you prepare the promotional strategies applying your basic knowledge in marketing?
- 2) Enumerate important factors to be considered while developing a marketing plan for medical services.
- 3) Which modern media is available to medical practitioners to promote themselves and their services?



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P.G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

**PGDMM - 04: CONSUMER BEHAVIOUR & MARKETING
RESEARCH
(2017-18 BATCH)**

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Define and illustrate the concept of lifestyle marketing. Identify the characteristics of lifestyle as described by Feldman and Theilbar. Depict the hierarchy of influences on lifestyle.
2. “A key variable that would surpass every other variable in alternative evolution is the consumer attitude.” Offer your detailed comments on this statement.
3. a) In the context of marketing, can personality be viewed as having some distinct characteristics? If yes, explain them.
b) Write a brief note on Social Class and Social Stratification.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Give the various stages in the marketing research process and explain them all in brief.
b) Discuss briefly any one of the two procedures that you learnt in your course, for estimating sample sizes.
2. Explain in short the following:
i) Point Estimation, and

ii) Factor Analysis.

3. Develop an attitude scale with a number of relevant statements / items to be used by a smart phone / mobile producer enquiring the product's image on the various aspects like user's communicational requirements, cost, status of respondents, mobile features, in-built applications, etc.

Also explain how this attitude scale would be of use in developing new smart phones / mobiles.

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DR. B. R. AMBEDKAR OPEN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT

P.G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM - 5: SALES & DISTRIBUTION MANAGEMENT
(2017-18 BATCH)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Bring out and explain lucidly the framework for joint decision making in sales and distribution management.
b) Discuss briefly about 'Centralisation vs. Decentralisation in Sales Organisation'.
2. a) Explain the concept of 'Selection' in the context selection of sales force.
b) What do you think are the major components of an organizations sales report? Explain them in a line or two each.
3. Write short notes on any *TWO* of the following:
 - i) Basic objectives of a good monitoring system;
 - ii) Objectives of sales displays; and
 - iii) Goals achieved through the carving of sales territories.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Elucidate a 'Sales Control System' in short.
b) Bring out the general factors affecting logistics choice in present Indian sales and distribution scenario.
2. Explain any *TWO* from the below:
 - i) Cost of unsatisfactory services;
 - ii) Facilitating participants in the distribution channel system; and
 - iii) Identification of channel structure.

3. a) “A company must keep monitoring channel members to realize their potential” Do you support this statement? Offer your comments very briefly.
- b) “It becomes necessary for a company to control not only the channel system but also individual channel members” How do you substantiate this statement? Put it succinctly, in not more that a page.

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DR. B. R. AMBEDKAR OPEN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT

P.G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM - 06: PRODUCT & ADVERTISING MANAGEMENT
(2017-18 BATCH)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. How do you appreciate the need for a sound product management system in the contemporary business and marketing environment? Explain concisely.
2. a) Write briefly about the classification of adopters.
b) Give a succinct note on 'generation of new product ideas'.
3. Write short notes on any *TWO* of the following:
 - a. Product Strategy and Positioning;
 - b. Packaging is an art; and
 - c. Repositioning the competition.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain lucidly the concept of marketing communication.
b) Explain as to how a planning frame work of promotional strategy is evolved a company.
2. Write in short about any *ONE* of the following:
 - i) Message Development – Meaning and Tools; or
 - ii) Media Scheduling; or
 - iii) Post-testing Techniques of Advertising.

3. Analyze the following case and answer the questions asked at the end:

M/s. Natya Pravesika India Pvt. Limited was established in 2011 at Hyderabad with an aim of producing and marketing DVDs relating to Classical Dance Models. The company targeted mainly High School and Junior College students. They focused on Telangana and Andhra Pradesh marketing and made moderate success. They offered DVDs covering all basic and major dance models in Indian Classical Dance with lot of animations and real shots of prominent dancers of the country. Now, to improve sales and expand its market it has entered into technical collaboration with England Tech, U.K. to produce quality DVDs.

The company believed that it will be better if it built a brand privilege for its DVDs through advertisement. It felt that advertising is an important tool in order to establish brand patronage. It wanted to arouse desire and induce action on the part of enthusiastic students and learners for its DVDs. So, it decided to create more awareness about its product by advertising.

Questions:

1. What media would you select for advertisement of the DVDs?
2. On what criteria would you choose a particular media?
3. What advertisement theme can be used for the same?

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DR. B. R. AMBEDKAR OPEN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT

P.G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM - 07: INTERNATIONAL MARKETING

(2017-18 BATCH)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) What do you understand by international product life cycle?
b) Write a note on Export Credit Guarantee Corporation.
2. “Culture includes all facets of life” - In the light of this statement, examine the various elements of culture to appreciate the cultural environment of international business.
3. Explain briefly any *TWO* of the following:
 - i) Political Risk;
 - ii) The Foreign Exchange Market; and
 - iii) Export Promotion Capital Goods Scheme

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Depict the key determinants of International Product Mix Policy that you learnt in this course.
b) Depict few examples of International Distribution Channels.
2. a) What do you understand by international marketing planning?
b) Through a little light on the aspect of international marketing control.
3. Analyze the following case and answer the questions given at its end:

Mr. Bhajrang Das is a famous “Pagriwala” (Traditional Indian Turban Binder and Merchant) in Golconda Fort Area of Hyderabad. He has been keeping a close - relationship with his customers and has developed the practice of offering specific turbans / pagris to the customers, according to their specific religious customs, practices and preferences.

Many of his customers were NRI’s in U.S.A., U.K. and many other countries. In their feedback they had said that they would like to have his turbans available in their respective countries.

Mr. Bhajrang Das is faced with a catch 22 situation. The Export of turbans is lucrative business but not as lucrative that warrants setting up of turbans’ shops in individual countries. Fear of loss of quality cloth and binding techniques meant that franchising as a mode of entry was ruled out.

Mr. Bhajrang Das hit on a very bright idea. His wish was to create a web-site on the internet. He wants to discuss and confirm his marketing ideas with a professional consultant.

Assume that you are a professional consultant. You are required to do the following:

- i) Give a detailed plan for Mr. Bhajrang Das about how he can use internet as business opportunity.
- ii) Explain very clearly the advantages & disadvantages of using the “internet” as a medium to reach overseas customer?
- iii) Do you foresee any distribution & logistics problems? If so, what solutions you offer to solve these problems?

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