Dʀ. B. R. AMBEDKAR OPEN UNIVERSITY
ROAD NO. 46, JUBILEE HILLS, HYDERABAD - 33. Telangana.

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Lr. No. 102/BRAOU/FC/2020-21   Date: 08.07.2021

To

The Director
Student Services Branch
Dr. B. R. Ambedkar Open University
Road No.46, Jubilee Hills,
HYDERABAD – 33. T.S.

<center>(Through Proper Channel)</center>

Sir,
    Sub: PGDMM Programme – Dispatch of Assignments – Reg.

<center>***</center>

Please find enclosed the assignments of PGDMM programme for the Batch 2020-21, along with a letter addressed to the students, for onward action. Soft copy of the same has been sent to Unit III, Student Services Branch and System Engineer, Computer Centre through mail.

Thanking you,

Yours sincerely,

Sd/-
Head, Dept of Business Management

Dr. B. R. AMBEDKAR OPEN UNIVERSITY

ROAD NO. 46, JUBILEE HILLS, HYDERABAD – 500 033. T.S.

DEPARTMENT OF BUSINESS MANAGEMENT

Dear Student,

We are enclosing two assignments in each course, for *ALL* courses of **Post Graduation Diploma in Marketing Management (PGDMM) Programme** *(Batch: 2020-21)*. Please note the following points while answering these assignments:

1. Writing and submitting these given 'Assignments' are compulsory for the students of *PGDMM* Programme. They have a weightage 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 examinations of any course, unless you submit the specified number of assignments in time, for that course.

3. Each assignment carries a maximum of 15 marks and you have to score a minimum of 40% marks, i.e., 6 out of 15, to qualify in that assignment. If you fail to score the minimum marks in any assignment, you have to necessarily resubmit that particular uncleared assignment along with the *NEXT* batch. Repetition of the same assignment will in no case be allowed.

4. The maximum marks for each course at the year-end examination are 70 and you have to score a minimum of 40% marks, i.e., 28 out of 70 marks.

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:

<p align="right"><i>All the Six out of Seven (6 of 7) Courses</i></p>

FIRST AND SECOND ASSIGNMENTS: *22.08.2021*

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 currency/progress at that time.

9. You have to submit your assignments in the same Study Centre to which you are attached.

10. The first page of your response sheet should be in the following format.

Student Admission No.	:
Name of the Student	:
Address	:
Mobile No.	:
E-mail Id.	:

Name of the Programme	:	
Course Code & Title	:	
Assignment No.	:	
Study Centre (Name & Code)	:	
Date of Submission	:	
Signature of the Student	:	

11. Please go through the relevant course units thoroughly before answering your assignments.

12. In case the assignment is in figurative/problem and solution model, you have to answer it in the required/pertinent format. You should give working notes also wherever necessary.

13. Before submitting the assignments, check them carefully to make sure that you have attempted all the main points of all the questions.

14. You are required to use only foolscap paper for your responses. 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.

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/Teachers at the Study Centres and get clarifications of your subject related 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 retain the second copy with yourself as a record.

21. You can collect back the evaluated assignments from your study centre, if you want, by following due procedure for the same as per the University rules.

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 gives effect to such request for change of 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. (T.S.) India.**

All the Best!

Sd/-
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
(2020-21 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)**

ANSER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. "Planning and control are complementary to each other." – Elaborate this statement giving sufficient and pertinent examples.

2. Define 'managerial communication'. Explain the purpose and significance of 'effective managerial communication'.

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

   Rahul is the Sales Manager of a reputed firm. He has 30 employees in his team. All the employees are paid commission on the basis of sales in their territories. For the past three

years, the market for the firm's goods has been steadily growing and the majority of Rahul's staff has met this growth with increased sales. However, one employee in specific, Shankar Rao, has not kept up with the pace.

Narayan Rao has been with this firm for over 20 years and is now 55 years old. Shankar Rao is a friendly man and is liked by his peers and those to whom he sells the firm's production on a regular basis. The firm has always considered Shankar Rao dependable and Loyal. Through the years Shankar Rao has been considered as an asset to the firm. But at the age of 56, he has gone into state of semi-retirement. Shankar Rao's sales have not increased as the other employees have in the organization, and he does not have determination to achieve a significant increase in sales. Rahul wishes to change this situation. He wants to motivate Shankar Rao to increase his sales to match the sales of his younger peers. To accomplish this Shankar Rao must begin to do more than put in his time, but Rahul is not sure as to how to go about trying to motivate him. Unlike, the majority of the new employees, Shankar Rao is an old man, who within five years will retire. If you were Rahul, what would you do?

Questions:

i) Would you threaten to fire Shankar Rao?

ii) Does your solution involve the feeling of others in your staff?

iii) Would you increase Shankar Rao's commission?

iv) Would you offer to increase Shankar Rao's retirement benefit rather?

v) Would you offer Shankar Rao higher status in the way of a new designation or a new car from the firm?

vi) Is there some way in terms of appraisal and reward to motivate Shankar Rao? Give any other motivational measure you would feel appropriate.

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Dr. B. R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT

P. G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM – 02: QUANTITATIVE METHODS
(2020-21 BATCH)

ASSIGNMENT – I   **(MARKS: 15)**

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) "Statistics is the science of averages." – Comment.
   b) Solve the following equations using 'Gauss – Jordon Method':
      i) $8x + x = 0$;
          $16x + 2x = 0$, and
      ii) $2x - 4x + 6x = 0$;
          $4x + 10x + 12x = 0$.

2. a) Find the derivative of $\sqrt{(16x+36)}$ from first principles.
   b) Differentiate *w.r.t.* '*x*':

   $$y = \frac{x^3 + 3x^2 - 4}{x}$$

3. a) Find graphically the value of Median, D_7 and P_{72} from the following:

Age (Years)	20-25	25-30	30-35	35-40	40-45	45-50	50-55
No. of Students in an Open University	60	80	100	160	150	100	150

   b) Calculate the Mean Deviation from Mean and Median, and their respective Coefficient of Mean Deviation for the following data:

Course Code	1	2	3	4	5	6	7	8	9
No of Students (X)	54	71	57	52	49	45	72	57	47

ASSIGNMENT – II (MARKS: 15)

ANSER 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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Dr. B. R. AMBEDKAR OPEN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT

P. G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM – 03: MARKETING MANAGEMENT
(2020-21 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. a) Define the term 'branding'? Explain the various branding strategies available to present day management.
   b) What is packing? Explain its importance.

2. Enumerate briefly the stages, according to Paul E. J. Gerhald, that advertising moves through before accomplishing its purpose of performing the various marketing and communication functions.

3. Analyze the case given below and answer the questions following it:

   Macrona Biscuits, Secunderabad, are in the field for little over six years. During this time, they have consistently increased their sales. This was possible mainly due to good quality of biscuits, a good distribution network and promotion policy. The company has

shown innovative ability by bringing out variety of biscuits to cater to vario0us tastes in the consumer market.

A study made on the biscuit industry by the Hindustan Biscuit Manufacturers' Association highlighted that out of the total consumption of biscuits; almost 21% are consumed by children below the age of 11. The management of company decided to develop special biscuits to cater to this market segment. After working out different possibilities, it was finally decided that biscuits made in different animal shapes would be introduced which would certainly appeal to the younger generation. As such, samples were prepared. The company carried out a small exercise in test marketing the biscuits in their home town. A sample size of 200 was selected for this purpose. Majority of the sample consumers showed their interest and informed that the children have liked the products.

With a lot of publicity, the company introduced this new range of biscuits in all the four metropolitan cities and its home town. The results for first six months were encouraging. The results from the seventh month, the sales started declining. In the twelfth month the total sales of this type of biscuits were reported only at 25 per cent of the peak reached. The quality was maintained. The price right from the beginning was 10 per cent higher than the other types of same weight.

Questions:

i) What caused the downward trend of sales for animals shaped biscuits?

ii) What remedial actions would you suggest to maintain the sales at a particular level?

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Dr. B. R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT

P. G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM – 04: CONSUMER BEHAVIOUR AND MARKETING RESEARCH
(2020-21 BATCH)

ASSIGNMENT – I   (MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. What is meant by 'Consumer Behaviour'? Discuss the emerging trends in contemporary Indian markets with reference to changing consumer behaviour.
2. Define and compare / contrast between:
   a. Consumer Attitude and Alternative Evaluation, and
   b. Consumer Behaviour and Life Style.
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 – 05: SALES AND DISTRIBUTION MANAGEMENT
(2020-21 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) Discuss briefly the techniques in sales forecasting and the practices relating to sales quotas.
   b) Write a short note on 'Territory Management'.

2. a) How do you assess the distribution task performed in India? Explain lucidly.
   b) Taking a product of your choice as an example, elaborate on the various aspects involved in its physical distribution process in India.

3. Describe briefly the various tools of control used for channel intermediaries.

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Dr. B. R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT

P. G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM – 06: PRODUCT AND ADVERTISING MANAGEMENT
(2020-21 BATCH)

ASSIGNMENT – I   (MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. What is meant by 'Product Life Cycle (PLC)'? How PLC can be used as an aid in designing new product development strategies and thereafter in planning market share strategies. Explain concisely.

2. Compare and Contrast:
   a. 'Adoption' and 'Diffusion';
   b. 'Diffusion in the consumer field' and 'Diffusion in the industrial field

3. Elevate the concept and art of packaging, and also bring out its importance in the contemporary competitive environment.

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. Sony India Pvt. Limited was established in 2015 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
(2020-21 BATCH)

ASSIGNMENT – I (MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Distinguish between domestic and international marketing. Also explain the trends in international marketing. A swagruha (Home-made Telangana Foods) foods small scale Indian baker and confectioner is planning to enter US market. Suggest a suitable strategy for him.

2. How do the following affect international marketing decisions? Write a page on each of them:
   a) Cultural Analysis,
   b) Political Analysis,
   c) GATT, and
   d) International Law.

3. Explain briefly the following in the context of international business in a paragraph or two:
   i) Marine Insurance Policy / Certificate;
   ii) Letter of Credit;
   iii) Combined Transport Document (CTD); and
   iv) Shipping Order and Mate Receipt.

ASSIGNMENT – II (MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Discuss 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. Ramdas 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. Ramdas 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. Ramdas 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. Ramdas 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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