



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 of Post-Graduate Diploma in Marketing Management Program (2021-22 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:	30.04.2022	30.06.2022
SECOND ASSIGNMENT:	29.05.2022	30.07.2022

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.

Enrolment No.	:
Name	:
Address	:
Course Code	:
Course Title	:
Assignment No.	:
Question No.	:
Study Centre	:
Date of Submission	:
Signature	:

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.**

*Sd/-
HEAD
DEPT. OF BUSINESS MGT.*



DR. B. R. AMBEDKAR OPEN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT

P.G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM – 01: ORGANISATION AND MANAGEMENT PROCESS

(2021-22 BATCH)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Briefly discuss the various skills of a manager that are required from planning through decision making functions.
b) Explain about the role and important functions of a top level manager.
2. Explain the terms and concepts of 'Mission', 'Objectives', 'Goals', 'Policies', 'Programmes', and 'Procedures', with the help of examples.
3. Define the terms 'organizational culture' and 'climate'. Discuss briefly about the common dimensions of organizational culture and climate.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) What do you mean by 'Planning'? Discuss the role of planning in a modern business organization.
b) What are the universal steps involved in planning process?
2. Write short notes on the following :
 - a) Control as a feedback system;
 - b) Theory X and Theory Y of Motivation; and
 - c) Group Dynamics.
3. Analyze the case given below and answer the questions following it.

SUPER DEPARTMENT STORES' MBO PROGRAMME

Mr. Arvind Gupta was irritated and confused, after the meeting with Mr. Rajesh Sharma. Arvind was the chief manger of Delhi city 'Super Department Stores' (SDS), and Rajesh was the regional stores manager, in charge of stores of Noida, Faridabad and Ghaziabad. Three weeks earlier, Arvind had received a letter from Rajesh explaining that top management at head office had decided on an MBO programme to help SDS improve its operational efficiency and profitability. The letter mentioned about linking stores managers' salary hikes, promotions, etc. to performance. The accompanying instructions required mangers to list the objectives they achieved which were appropriate for their store and then to wait the regional manger's review visit.

Arvind has done just what he was asked to do. In a meeting with his departmental managers, Arvind had chosen objectives that they all agreed were appropriate. All of the objectives represented performance levels that were improvements over the past year and were reasonably attainable, such as:

- i. Increasing sales by 10 percent;
- ii. Reducing inventory losses by 2 percent;
- iii. Improving customer service (i.e., 20 percent fewer complaints made to head office); and
- iv. Reducing cash register shortages to 0.05 percent of sales.

Rajesh came late for the MBO review visit and stressed that there was little time. He quickly scanned the written statement of objectives which Arvind gave him, then explained that profit improvement was really what the head office was interested in. Senior management in Chennai, running the SDS in over 18 major cities in India, decided that a 10 percent increase in profit would be a reasonable objective for Arvind's store. This single objective, Rajesh explained, would facilitate the monitoring of performance by the head office and would also reduce the amount of information the store would have to submit. The visit was cut short because, Rajesh had to attend a meeting on the advertising budget back at the head office.

Questions:

1. Does the MBO system at SDS meet the criteria for an effective programme? Why? Why not?
2. Evaluate Mr. Arvind's approach to objective setting.

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DEPARTMENT OF BUSINESS MANAGEMENT

P.G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM – 02: QUANTITATIVE METHODS

(2021-22 BATCH)

ASSIGNMENT – I

(Marks: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) If $A = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}$; $B = \begin{bmatrix} 1 & 0 \\ 2 & -3 \end{bmatrix}$ and $C = \begin{bmatrix} 1 & -1 \\ 0 & 1 \end{bmatrix}$

Show that: $A(B + C) = AB + AC$.

b) The prices of three commodities A, B and C in a shop are Rs. 5.00, Rs. 6.00, and Rs. 10.00 respectively. Customer X buys 8 units of A, 7 units of B, and 8 units of C. Customer Y buys 6 units of A, 8 units of B, and 7 units of C. Show, in matrix notation, the prices of the product, quantities bought and the amount spent.

2. a) Which term of the GP 5, 10, 20,, is 5120.

b) How many terms are there in the series: 3, 6, 9,, 111.

c) Find the sum of series $7+77+777+\dots+n$ terms.

3. a) Find graphically the value of Median, D_4 and P_{60} from the following:

Age (Years)	20-25	25-30	30-35	35-40	40-45	45-50	50-55
No. of Persons	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:

S. No.	1	2	3	4	5	6	7	8	9
X	54	71	57	52	49	45	72	57	47

ASSIGNMENT – II

(Marks: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) In the production of transistors, it is found that 3% of them are defective. If ten transistors are selected at random from a day's production, what is the probability that two or three of them are defective?

- b) The number of accidents in a year attributed to taxi drivers in a city follows Poisson Distribution with mean 3. Out of 1,000 taxi drivers, find approximately the number of drivers with: (i) no accident in a year; and (ii) more than 3 accidents in a year.

[You may need: $e^{-1} = 0.3670$ or $e^{-2} = 0.1353$ or $e^{-3} = 0.0498$.]

2. a) A certain medicine given to each of the 5 patients resulted in the following increase of blood pressure [-4, +3, 0, +7, -1]. Can it be concluded that the medicine will in general be accompanied by an increase in blood pressure.

Given:

Degree of freedom	4	5	8	9	10
t @ 5%	2.78	2.57	2.31	2.26	2.23

- b) Four dice were thrown 112 times and the number of times 1 or 3 or 5 was thrown were as under:

No. of dice throwing 1 or 3 or 5	0	1	2	3	4
Frequency	10	25	40	30	7

Find the value of chi-square presuming that all dice were fair.

3. Calculate the Karl Pearson's coefficient of correlation from the following data:

X	12	9	8	10	11	13	7
Y	14	8	6	9	11	12	3

Now, each value of X is multiplied by 2 and then it is added with 6. Similarly, each value of Y is multiplied by 3 and 2 is subtracted from it. What will be the correlation coefficient between the new series of X and Y?

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P.G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM – 03: MARKETING MANAGEMENT

(2021-22 BATCH)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. What do you mean by 'Marketing Mix'? Explain the elements of marketing mix in service marketing.
2. Answer the following:
 - (i) Market Segmentation vs. Product Differentiation; and
 - (ii) Applications of Marketing Research.
 - (iii) Role of MKIS
3. What is Consumer Behaviour? Explain briefly the various factors which affect the consumer buying behavior. Also develop a decision-making matrix for purchase of paint by a middle-class urban consumer.

ASSIGNMENT – II

(Marks: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Explain the following briefly with the help of an example for each:
 - a) Convenience Goods,
 - b) Diversification,
 - c) Product Life Cycle (PLC),
 - d) Product Line, and
 - e) Brand Repositioning.
2. a) What is a promotion mix? What do you consider as the major determinants of the promotion mix and why?

b) List out 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:

M/S. KHANNA INC. - A KIDS' TRICYCLES COMPANY

M/s. Manna, Inc. sells kids tricycles to consumers through retail outlets. Total industry sales for Manna's relevant market last year were Rs. 500 million, with Manna's sales representing 10% of that total. Contribution margin is 25%. Manna's sales force calls on retail outlets and each sales representative earns Rs. 240,000 per year plus 2% commission on all sales. Retailers receive a 30% margin on selling price and generate average revenue of Rs. 100,000 per outlet for Manna.

Questions:

1. The marketing manager has suggested increasing consumer advertising by Rs. 1,500,000. By how much would rupee sales need to increase to break even on this expenditure? What increase in overall market share does this represent?
2. Another suggestion is to hire five more sales representatives to gain new consumer retail accounts. How many new retail outlets would be necessary to break even on the increased cost of adding five sales representatives?
3. A final suggestion is to make a 20% across-the-board price reduction. By how much would rupee sales need to increase to maintain Manna's current contribution?
4. Which suggestion do you think Manna should implement? Explain your recommendation(s).

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P.G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM – 04: CONSUMER BEHAVIOUR AND MARKETING RESEARCH (2021-22 BATCH)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the relationship between: i) lifestyle and demographics and ii) lifestyle and psychographics.

b) Write about the VALS system of classification developed by Arnold Mitchell.
2. Explain the purchase and post-purchase decision processes and their determinants, in the case of Indian consumers.
3. Explain briefly any TWO of the below given four theories of personality and their application to consumers:
 - i) The Psychoanalytic Theory of Freud;
 - ii) Social-Psychological Neo-Freudian Theory;
 - iii) Trait Theory; and
 - iv) Self-Concept Theory.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Explain the meaning and importance of 'Marketing Research'. Also explain the various stages in the marketing research process.
2. Write short notes on any THREE of the following:
 - i) Point Estimation ;
 - ii) Interval Estimation;
 - iii) Discriminant Analysis; and
 - iv) Factor Analysis.
3. Analyze the following case and answer the questions asked at the end:

Indian Chemical and Pharmaceutical Limited (ICPL) is producing highly ethical products sold through doctors all over the country. The ICPL is planning to enter into the technical know-how to manufacture and the infrastructure to market the insecticides. Its sales force, of 250 sales representatives supported by 20 sales offices located in all major cities, contacted all the important doctors and chemists and made a direct distribution of company products to retail outlets.

The marketing research department was given the job to make a quick study and to provide suitable information so as to facilitate the company in taking a decision regarding entering the household insecticides market.

Questions:

1. Outline the information needs of the company for its new product planning and suggest the investigation process.
2. Draw a suitable time frame, plan the man-power requirements and draw budget estimate for carrying out such a study.
3. Suggest a suitable format of the final report to be submitted to the Managing Director.

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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
(2021-22 BATCH)

ASSIGNMENT – I
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

(MARKS: 15)

1. a) “Notwithstanding, whether the sales and distribution function is organized internally, externally or jointly, there needs to be performed some essential tasks to consummate successful exchange”...What are they? Explain briefly each one of them.

b) What factors, do you think, are responsible for interdependence of sales and distribution? Explain lucidly.
2. “The selling process is a complex communication and learning process for sales personnel and the prospective customer” -Support the statement by explaining the various steps involved in ‘Sales Process’.
3. Write short notes on:
 - i) Frequently used recruitment sources of salesmen; and
 - ii) Types of compensation, both direct and indirect, offered to salesmen.

ASSIGNMENT – II
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

(Marks: 15)

1. What do you mean by ‘Sales Displays’? What are their objectives? Write about the design principles and aesthetics of Sales Displays.
2. Explain how you assess the distribution task as performed in India. Choose a product of your choice and elaborate on the various aspects involved in its physical distribution process.
3. a) Lucidly explain the criteria used for selection of distribution intermediaries.
b) Identify and explain different kinds of distribution channel structures.

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DEPARTMENT OF BUSINESS MANAGEMENT

P.G. DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

PGDMM – 06: PRODUCT AND ADVERTISING MANAGEMENT (2021-22 BATCH)

ASSIGNMENT – I

(MARKS: 15)

**ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS**

1. What is a 'Product Portfolio'? Explain an overall strategy to balance the product portfolio. Also bring out the drawbacks of the product portfolio approach.
2. How do you perceive the importance and need for integrated management of new product development? Explain through a case study of your choice.
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. How would you exhibit the criteria for selecting a consumer promotion for a service?
2. What do you think are the major decision areas in advertising? Explain them in brief.
3. Read the following case and answer the questions asked at the end:

Banarsidas is a famous Paanwala in Fort Area in Mumbai. He has been keeping a close relationship with his customers and has developed the practice of offering specific Paan to the customer, according to their specific requirement and preferences.

As he is running his Paan shop in a city like Mumbai, he has a profound sense of modernity. This is reflected in the display of his Paan-shop, his promotion methods, ultra cleanliness, packing of Paan, etc.

Now, he is thinking of creating a website on internet. His marketing ideas are always creative and innovative as his profile is far different from other Paanwalas. He is fond of reading English Books. He had completed his M.A. (English) twenty years ago. Besides, it is his practice to discuss and confirm his marketing ideas with a professional consultant, also his client.

He would like to get your suggestions on using website for marketing.

Offer your suggestions to Banarsidas about display of information and how he can use internet as business opportunity.

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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 (2021-22 BATCH)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain any five different strategies available for entry into a foreign market for a firm desiring to do international business.

b) Explain the objective and role of Export Credit Guarantee Corporation.
2. Explain, in brief, the various aspects associated with cultural analysis under international environment.
3. Write in short about the following, in international business context:
 - i) Marine Insurance Policy / Certificate;
 - ii) Letter of Credit;
 - iii) Bill of Lading;
 - iv) Combined Transport Document (CTD); and
 - v) Shipping Order and Mate Receipt.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Give a simple depiction (pictorial) of the various key determinants of International Product Mix Policy.

b) Explain the new dimensions that are added to the pricing decision when a firm starts exploiting the international markets.
2. Explain the various factors influencing international market selection and segmentation.
3. Analyze the following **case** and answer the questions asked at the end:

Indian Oil Corporation (IOC) is the largest commercial undertaking in India and the only Indian Company in Fortune magazine's 'Global 500 Listing'. As part of its internationalization strategy, it has entered foreign markets by using the following entry methods.

Exporting: IOC exports Servo Lubricants and other petroleum products to a number of overseas markets including Bangladesh and Sri Lanka.

Turnkey Projects: In October 2002, IOC set up a wholly owned subsidiary - M/s. Indian Oil Tanking Limited, Mauritius, to construct a port oil terminal on a turnkey basis at Mer Rouge.

Strategic Alliance: For providing aviation fuel and refueling facilities at SSR international airport in Mauritius, Indian Oil Mauritius Limited (IOML) has fashioned a strategic alliance with existing players, such as Shell, Caltex and ESSO.

Joint Venture: IOC is also negotiating with Caltex to enter into a joint venture for installing a bottling plant and also for marketing LPG under a common brand name 'Mauri Gas' in Mauritius.

Wholly Owned Subsidiaries: IOC has set up a wholly owned subsidiary in Mauritius - Indian Oil Mauritius Limited (IOML) - with a huge projected investment. The company is setting up a state-of-the-art bulk storage terminal at Mer Rouge to stock 24 thousand metric tons of vital petroleum products, auxiliary and bunkering facilities, and 25 modern petrol (and gas) stations. IOML is also in the process of building infrastructure for storage, bottling and distribution of Indane LPG. It is also planning to market its Servo Lubricants in Mauritius.

Besides, IOC has also formed a wholly owned subsidiary in Sri Lanka known as Lanka IOC Private Limited (LIOC). LIOC acquired 100 retail outlets owned by the Ceylon Petroleum Corporation in Feb 2003. It is the only private company besides state owned Ceylon Petroleum Corporation (CPC), to operate retail petrol stations in Sri Lanka. Besides building and operating storage facilities at Trincomolu Tank Farm, LIOC is also involved in bottle supply to industrial consumers.

In order to facilitate the operations of LIOC, the government of Sri Lanka has extended the following concessions.

- a) A tripartite agreement signed between the Sri Lankan Government, CPC, and LIOC guarantees that only three retail players (including CPC and LIOC) will operate in the Sri Lankan market for the next five years.
- b) LIOC has also been allowed income tax exemption for 10 years from the date of commencement of operations, and a concessional tax of 15% thereafter against the then prevailing rate of corporate income tax.
- c) LIOC has also been granted customs duty exemption for import of project-related plant, machinery, and equipment during the project implementation period of five years, besides free transfer of dividend / income to India.

As a strategic perspective, IOC is moving towards globalizing its markets.

Questions:

1. Identify the main reasons behind IOC's expansion into global markets.
2. IOC has adapted a mix of entry modes for approaching international markets. Critically evaluate the factors affecting IOC's selection of these entry modes.
3. In view of the emerging economic and political scenario, evaluate IOC's entry into Sri Lanka as a wholly owned subsidiary.
