



**DR. B. R. AMBEDKAR OPEN UNIVERSITY**  
ROAD NO. 46, JUBILEE HILLS, HYDERABAD – 500 033. T.S.

**Dear Student,**

We are enclosing *TWO* assignments in each course, for *ALL* the FOUR courses of **Second Semester** of **P. G. Diploma in Marketing Management Programme (2022-23 Batch)**. Please note the following points, while answering these assignments:

1. Writing and submitting the 'Assignments' are *compulsory* for the students of PGDHRM Programme. They have a weightage of 30% in each course.
2. You have to submit *BOTH* the assignments together *compulsorily*. You will not be allowed to appear for the year-end examinations of any course, unless you submit both the assignments in time, pertaining to 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 Question Paper will not be allowed.
4. The maximum marks for each course at the semester-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 semester-end examinations.
6. Last date of submission for the assignments is:

**BOTH (FIRST AND SECOND) ASSIGNMENTS:** *All the Four Courses*  
**31-05-2024**

**\*\*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 Department of Business Management either by Register Post / Courier / in person, to the following address:*

**TO  
THE HEAD, DEPARTMENT OF BUSINESS MANAGEMENT  
DR. B. R. AMBEDKAR OPEN UNIVERSITY  
PROF. G. RAM REDDY MARG, ROAD NO.46, JUBILEE HILLS  
HYDERABAD – 500 033 (T.S.)  
PHONE NO.: 040-23680441**

10. The *first and front page* of your *Assignment response sheet* should be in the following format.

**ASSIGNMENT RESPONSE SHEET**

Student's Admission No.:

Name of the Student :

Address :

Mobile No. :

E-mail Id. :

Name of the Programme) : **P G DIPLOMA IN MARKETING MANAGEMENT (PGDMM)**

Year and Semester :

Course Code and Title :

Assignment No. : I & II

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-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 asked to answer.
14. You are required to use only *foolscap/A4-size paper* for your responses. Allow '*an inch*' 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. Write each assignment in a separate set of papers/sheets.

18. The assignment response sheets should be neatly presented with your own hand writing one side of the sheet. **Typed or Computerized assignments will not be accepted.**
19. You have to prepare your responses in duplicate (one - *original* and another - *a photocopy*), submit the original hand written one at the Department of Business Management and retain the second photocopy one with yourself as a record, for your future reference.
20. Further correspondence, if any should be made only to the below addressee:

**THE DIRECTOR**  
**Learner Support Service Division**  
**Dr. B.R. Ambedkar Open University**  
**Prof. G. Ram Reddy Marg,**  
**Road No. 46, Jubilee Hills,**  
**HYDERABAD – 500 033. (T.S.)**

*Sd/-*  
**HEAD**  
**DEPT OF BUSINESS MANAGEMENT**



**DR. B.R. AMBEDKAR OPEN UNIVERSITY  
DEPARTMENT OF BUSINESS MANAGEMENT**

**P G DIPLOMA IN MARKETING MANAGEMENT (PGDMM) PROGRAMME  
(BATCH: 2022-23)**

**COURSE – 201: CONSUMER BEHAVIOUR AND MARKETING RESEARCH**

**SECOND SEMESTER**

**ASSIGNMENT – I**

**(MARKS: 15)**

**ANSWER ALL QUESTIONS**

**ALL QUESTIONS CARRY EQUAL MARKS**

1. a) “Behaviour of a consumer is influenced by wide range of factors”- Elaborate your answer with appropriate examples.  
b) Compare and contrast the different purchasing decisions of the organized buying behaviour. Illustrate with examples.
2. a) Examine the different models of consumer involvement and information search in consumer behaviour.  
b) How to Cybermediaries and Heuristics helps consumer in evaluation of alternative Brands?
3. a) Illustrate the practical applications of marketing research in enhancing marketing decision making process.  
b) Discuss the components and designs of MIS suitable for modern business settings.

**ASSIGNMENT – II**

**(MARKS: 15)**

**ANSWER ALL QUESTIONS**

**ALL QUESTIONS CARRY EQUAL MARKS**

1. a) Analyze the significance of personality types in the context of consumer behaviour.  
b) Evaluate the impact of Socio-Cultural elements on purchasing decisions.
2. a) Examine the philosophy and characteristics of different research designs generally used in marketing research.  
b) Discuss the different stages involved in preparing a research report.
3. Analyse the following case-let and answer the questions asked at the end:

In 2009, Frito-Lay launched baked versions of all their snacks - Lays, Doritos, Cheetos; Smartfood, and many more healthy options to appeal to their female audience. The company noted that despite women snacking twice as much as men, most of its customers were men. Women snacked on salted products, only 14% of the

time and this PepsiCo owned division wanted to know why. To Understand how to rebrand their product, they turned to Neuro- based marketing. Frito- Lay's appointed advertising firm Juniper Park lead by Jill Nykolation, started using MRI/brain scans to understand the response of their consumer's brains. Her research showed that women's brains had more developed communication centres, which implied they could break down complex advertising messages with more ease. They had more significant activity in their hippocampus associated with memory and emotion. Despite launching products with words like "guilt-free" snacking women were avoiding these products because of an unconscious negative association with the word guilt. The company drew its target customer's attention to the positive aspects of their product - these advertisements aimed at removing the word "guilt" from their marketing. They wanted women to believe that the snacks were healthy. Their product now had images of spices and healthy ingredients. Their product line was entirely consistent with baked snacks. Consistent with their marketing campaign, they created an image of Healthy Snacking = Frito - Lay. Neuro marketing was also used to check aspects like the packaging. Instead of shiny packets now the packets had a matte finish, the colours such as beige, fresh greens, light blues were chosen to draw the attention of female customers. The studies showed consumers had a more positive response to seeing matte packets and bright colours. Frito-Lay's research- backed marketing helped it transform its emotional messaging and connection with the women consumers. The campaign was so successful, in 6 months, the PR program gained over 195 million positive impressions double of the expected goal. Women's snack trips down the aisles increased by 1.8% with record breaking sales from Smart Food.

### **Questions**

- a) Discuss the implications of neuromarketing in the above case study.
- b) How did Frito-Lay's use of neuro-based marketing techniques differ from their previous marketing approach?
- c) How could Frito-Lay leverage the insights gained from this campaign to further refine its marketing strategies for different consumer segments?



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**P G DIPLOMA IN MARKETING MANAGEMENT (PGDMM) PROGRAMME**  
**(BATCH: 2022-23)**

**COURSE – 202:- ADVERTISING AND SALES MANAGEMENT**

**SECOND SEMESTER**

**ASSIGNMENT – I**

**(MARKS: 15)**

**ANSWER ALL QUESTIONS**

**ALL QUESTIONS CARRY EQUAL MARKS**

1. a) What do you understand by the term advertising? Why has advertising become more important in recent times? Explain with suitable examples.  
b) Define “Print Media Advertising” and illustrate your answer with any major Public/ Private Service campaign recently observed.
2. a) Define media planning. Discuss the various steps involved in media planning with suitable examples.  
b) Assuming that you are a media planner, draw detailed steps for preparing a media plan for a FMCG product
3. a) Explain the importance of Advertising. Elucidate the various methods used for measuring advertising effectiveness with appropriate examples.  
b) Explain the modern sales force management strategies followed by organizations to reduce operational costs.

**ASSIGNMENT – II**

**(MARKS: 15)**

**ANSWER ALL QUESTIONS**

**ALL QUESTIONS CARRY EQUAL MARKS**

1. a) Examine the various phases in sales planning process; illustrate your example to enhance understanding.  
b) Explore the significance of studying sales forecasting and explain the various types of sales forecasting methods.
2. a) Examine the key difference between centralized and decentralized sales force management, with relevant examples.  
b) Write a detailed note on qualitative and quantitative performance standards used by sales managers as a instrument of sales control.
3. Analyse the following case-let and answer the questions asked at the end:

Family Influences: A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the

society. They were stocking IFB, Videocon, BPL, National, Godrej, and local made washing machines as well. They had automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income group was content with semi- automatic machines.

Manual hand operated machines were for the 'lower class of clientele, and also those living in the rural areas, where electrification was not complete, or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit.

They would come back after an interval of time, and purchase the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents.

Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

**Questions:**

1. What should be the role of marketer in the above case regarding advertisement, promotion, persuasion and closing sales?
2. Who others could influence the purchase decisions in a family, in relevance with the above case?
3. Do you feel that the group interaction helps the buyer too, in his decision- making process? Explore.

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**P G DIPLOMA IN MARKETING MANAGEMENT (PGDMM) PROGRAMME  
(BATCH: 2022-23)**

**COURSE – 203:- RETAILING MANAGEMENT**

**SECOND SEMESTER**

**ASSIGNMENT – I**

**(MARKS: 15)**

**ANSWER ALL QUESTIONS**

**ALL QUESTIONS CARRY EQUAL MARKS**

1. a) Define the term 'Retailing'. Distinguish retailers based on the location with merchandise they offers.  
b) Examine the emerging trends in Indian retails sector with appropriate examples.
2. a) Explain the key stages involved in the strategies of retail planning process.  
b) Discuss the importance of layout in retailing. Categorize the different types of layout generally used in Retailing.
3. a) What are the different dimensions in sales forecasting in sales for retailing? Explain.  
b) "Pricing is the most important elements of the marketing Mix"- Inlight of the above statement discuss the pricing strategies suitable for retailing business.

**ASSIGNMENT – II**

**(MARKS: 15)**

**ANSWER ALL QUESTIONS**

**ALL QUESTIONS CARRY EQUAL MARKS**

1. a) Why it is important to understand the customers in retailing? Discuss the different types of customers in retailing.  
b) Analyze the relationship between social media and customer engagement in the Retail Industry.
2. a) "Ability to understand consumer is the key to developing a successful retail strategy"- Examine the factors influencing consumer behaviour in online Purchasing.  
b) Analyze the store design and role of colour in attracting customer attention.



3. Analyse the following case-let and answer the question asked at the end:

Khan market, genteel market in the heart of Delhi, has turned into India's Costliest Tract of high street retail. At Rs. 220 per sq ft., Crossroads in Mumbai comes a poor second. The rate of the anchoring front shops in Khan Market has already touched Rs. 400 per Sq ft. and may go up more in future. The average shop space is small'- well under 1000 sqft-yet landlords can easily take home a lakh and a half.

But this is nowhere in comparison to global main street rentals. Fifth Avenue and East 57th Street in Manhattan share the first place as the world's most expensive Retail location as per the last year's edition of "Main Street across the world's most expensive retail location as per last year's edition of "Main Street Across the world", that is \$ 700 per sq ft.

The basic cause why rents are increasing is the transformation of this regular provisions and service market into life-style destinations. Khan Market was built to service the bureaucrats and politicians who live around it. So there were fresh produce stores, repair shops, regular groceries, clothing Merchants the odd bookstores, a music store, a crockery shop, a toy shop etc. The average consumers were the Diplomat, Bureaucrat, Lawyer or Politician.

Post liberalization the change was first noticed. The consumer base grew to include long staying foreigners who chose to live in the upscale, Amrita Shergill Marg, Golf links and JorBagh. Khan Market was also successful in attracting the fashion fraternity and upward mobile rich young teens and young call centre employees with loads of time to hang about during the day.

- a) Analyze the case and explain the type of Retail location discussed in the above case study.
- b) Explain in detail the location based Retail strategies for such Retail markets.
- c) What format you would recommend and why.

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(BATCH: 2022-23)**

**COURSE – 204: INTERNATIONAL MARKETING**

**SECOND SEMESTER**

**ASSIGNMENT – I**

**(MARKS: 15)**

**ANSWER ALL QUESTIONS**

**ALL QUESTIONS CARRY EQUAL MARKS**

1. a) Write a detailed note on International Marketing and Distinguish between Domestic and International Marketing.  
b) Explain the concept of Contract manufacturing and joint ventures in the context of International Marketing.
2. a) Distinguish between product standardization and product adaptation with relevant examples.  
b) Write a detailed note on various types of Intermediaries associated with the direct channels of International Marketing.
3. a) What are various strategies companies adopt while entering into International Marketing? Discuss.  
b) “Effectiveness of the marketing activity improves when markets are segmented”- In light of the above statement, discuss the segmentation strategies in International market scenario.

**ASSIGNMENT – II**

**(MARKS: 15)**

**ANSWER ALL QUESTIONS**

**ALL QUESTIONS CARRY EQUAL MARKS**

1. a) What are the elements of culture for understanding Consumer Behaviour? How Cultural factors influence consumer behaviour in International Marketing.  
b) Investigate the challenges like bribery, Corruption, product counterfeiting in International Marketing.

2. a) Examine the roles and functions of International Trade regulatory Organizations in Promoting International marketing.  
b) Explain the problems associated with the international marketing and suggest the possible measures to overcome these issues.
3. Analyse the following case-let and answer the question asked at the end:

Pepsi Co's strategy in the US is to focus on growing its healthier brands and non-carbonated drinks. Internationally, it is focusing on emerging markets, especially China, India and Russia. The lesson from China has been that, although carbonated beverages were targeted as the main product to lead sales, Chinese consumers have shown preferences for bottled water, juices and tea. This seems to indicate that it would be wrong to assume that consumers in developing markets opt first for carbonated drinks, and acquire a taste for alternatives as they become more affluent. Strategy must adapt to tastes in differing markets, where there are usually strong local brands well established.

Pepsi Co has been able to add new businesses and products by its strategy of diversification, allowing it to respond to changing consumer needs with a wide portfolio of products. In particular, it has added bottled water, snack foods (through the acquisition of Frito-Lay and Quaker Oats), juices (through the acquisition of Tropicana), and the sports drink Gatorade (as part of the Quaker Oats portfolio). These products reduce its dependence on traditional carbonated drinks. They also diversify the range of products for health conscious consumers. By comparison, Coke has remained more dependent on its flagship carbonated drink, Coke. Although it has expanded into more markets internationally than Pepsi Co, it has been slow to diversify into healthier products.

**Questions:**

- a) Discuss Pepsi Co's current strategy in both its home market and international market.
- b) How had pepsi Co's diversification strategy proved to be advantageous in comparison to the strategy of Coca- Cola?
- c) What are the strengths and weaknesses of the Pepsi Co and Coca- Cola in International Marketing?

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