



# ANNAMALAI UNIVERSITY

## DIRECTORATE OF DISTANCE EDUCATION

### M.B.A. MARKETING MANAGEMENT

#### SECOND YEAR

Academic Year 2017 - 2018

#### ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for **SIX** papers as per instructions, those who have opted Project and Viva-Voce.

Students are asked to write the assignments for the **EIGHT** Papers as per instruction those who have opted **Two Theory** Papers (2.7.1 & 2.7.2) as specialisation.

Last date for submission: **28-02-2018**

Last date for submission with late fee ` 300/-: **15-03-2018**

#### **NOTE:**

1. Assignments sent after **15-03-2018** will not be evaluated.
2. Assignments should be in the own hand writing of the student concerned and not type-written or printed or photocopied.
3. Assignments should be written on foolscap paper on one side only.
4. All assignments (with Enrolment number marked on the Top right hand corner on all pages) should be put in an envelope with superscription "**MBA Assignments**" and sent to **The Director, Directorate of Distance Education, Annamalai University, Annamalainagar – 608 002** by **Registered post**.
5. No notice will be taken on assignments which are not properly filled in with *Enrolment Number* and the *Title* of the papers.
6. Students should send full set of assignments for all papers. Partial assignments will not be considered.

#### **ASSIGNMENT INSTRUCTIONS**

Write assignments on any **TWO** topics in each paper out of the **FOUR**. For each topic the answer should not exceed 15–pages. Each assignment carries 25 marks. (2 topics)

**DR. M. ARUL  
DIRECTOR**

### **2.1 PRODUCT AND SERVICES MARKETING**

1. "Every service needs a product and every product needs a service" comment.
  2. Assume you are a team member of the marketing research department of a low cost domestic airline. Your manager has asked you to evaluate the service quality of the airline. How would you go about it? What service quality dimensions would you use to evaluate the same?
  3. Assume you are the marketing manager of a company manufacturing fully automatic washing machines. What product support services would you provide to the customer to have competitive advantage?
  4. Customer waiting can be managed only by operations management'. Do you agree with the statement? Justify your answer giving suitable examples.
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### **2.2 MARKETING RESEARCH**

1. Marketing Research has been suggested as a training ground for advancement in the firm. Do you agree with this or do you feel that researchers should stay within their specialty?
  2. Assume you wish to determine whether men are brand-conscious when they are shopping for suits. How could this question be studied using the observation method? Using the questionnaire method?
  3. Mr. Puneeth is running a FMCG production company which has market nationality for the past 50 years. As it reaches maturing stage in its product life cycle, it has planned to diversify its market from FMCG to Yarn exports. As a Chief Executive Officer of the company how will you do marketing research for this new business to find out the market potential?
  4. Mr. Adithya, the Managing Director of ANC Limited has given a task to Mr. Sarath, the R & D Manager to conduct a customer satisfaction survey for their brand of shampoo among general public in major cities of Tamil Nadu. He has done the customer satisfaction survey for the past six months. Now, Mr. Sarath has to prepare the research report of his study. Assist Mr. Sarath in preparing the report considering data and other necessary details for your own.
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### **2.3 CONSUMER BEHAVIOUR**

1. Consumer protection is an important issue. What areas of consumer behavior appear to be most in need of increased regulation and / or consumer education?
2. Assume that you are a marketing officer for a large furniture retailer. Prepare a marketing program that would be successful in reaching consumers in the 25-34 age groups.
3. Assume that a soft-drink marketer wanted to increase penetration in the Hispanic market. Prepare a set of recommendations for doing so.
4. Assume that a French manufacturer of women's apparel is seeking to expand markets by exporting to Canada. What marketing program should be recommended for maximum effectiveness?

## **2.4 RURAL MARKETING**

1. Discuss the important dimension of the rural market demographics and their implications for marketers of consumer goods.
  2. Explain the important communication concept relevant to the rural markets what is the significance of usage of symbols and principle, colour and music and rural marketing communication.
  3. Looking at the profile of the rural consumers on Indian today. What are the key challenges passed for Indian marketers in the rural marketing segments?
  4. As the product manager of an established consumer goods company, how would you handle the menace of spurious brands in the rural markets?
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## **2.5 SALES AND DISTRIBUTION MANAGEMENT**

1. Write an essay on wholesaling? Explain the different marketing functions performed by wholesaler-distributors for manufacturers with the help of suitable examples.
  2. What is the purpose of Sales Organization? What steps will you take for setting up a Sales Organization? Explain with the help of suitable examples.
  3. What are the different sources of Sales Force Recruits? Illustrate with the help of suitable examples.
  4. What special distribution challenges exist in India? What is the best way for foreign companies to deal with these challenges? Explain
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## **2.6 STRATEGIC MANAGEMENT**

1. If strategic planning is essentially a program, can it display the degree of adaptiveness that 21<sup>st</sup> century enterprises need? Would 'strategic improvisation' be a plausible alternative? Explore the practical consequences of strategic improvisation for enterprise management.
2. Select an Automobile industry in India, and evaluate its competitive business strategy using Porter's five force model? What strategies can you suggest to convert the unattractive forces in to attractive ones?
3. "Complementary mergers may result in each firm filling in the missing pieces of their firm with pieces from other firm." – Examine the validity of the statement in the Indian context with necessary examples.
4. 'Formality is the enemy of creativity and innovation'. 'Informality is the enemy of disciplined and reliable performance'. Is it consequently impossible for an enterprise to be both innovative and disciplined? Investigate how these qualities can be combined.

### 2.7.1 E-COMMERCE

1. Describe the current e-commerce scenario in India and explain the future prospect of e-commerce.
2. Explain the characteristics of large companies that involve B2G and B2C transactions in their business, which require robust, capable and scalable electronic commerce system.
3. Visit the following sites:  
[www.olx.com](http://www.olx.com) / [www.labour.tn.gov.in](http://www.labour.tn.gov.in) / [www.clicks.co.za](http://www.clicks.co.za) / [www.digitalplanet.co.za](http://www.digitalplanet.co.za)
  - a. For each site determine whether it is in the exposure stage, interaction stage, e-commerce stage or e-business stage. Provide reasons for your answer.
  - b. Determine whether each site is B2C, C2C, C2B or B2B and why.
  - c. Critically discuss the process of setting up a free-standing website and evaluate the potential of e-commerce for small business development in India.
4. Consider the development of a portal for a Retailer shop. Discuss the various technologies, tools and components involved in designing the same.

### 2.7.2 BUSINESS RESEARCH METHODS

1. Below is the gist of an article from Business Week. After reading it
  - (a) identify the broad problem area,
  - (b) define the problem, and
  - (c) explain how you would proceed further.

“While Chrysler’s minivans, pickups, and sport utility vehicles take a big share of the truck market, its cars trail behind those of GM, Ford, Honda, and Toyota. Quality problems include, among other things, water leaks and defective parts”.
2. It is advantageous to develop a directional hypothesis whenever we are sure of the predicted direction. How will you justify this statement?
3. If a control group is a part of an experimental design, one need not worry about controlling other exogenous variables. Discuss this statement
4. Whenever possible, it is advisable to use instruments that have already been developed and repeatedly used in published studies, rather than develop our own instruments for our studies. Do you agree? Discuss the reasons for your answer.

