

Assignment
Master of Business Administration
(Through Distance Education)

(Odd Semester)

MBA III Semester

Session: 2015-16



Directorate of Distance Education
Guru Jambheshwar University of Science & Technology
Hisar

Compiled & Prepared by

Dr. Sanjay Tiwari

Course Co-ordinator

MBA Programme, DDE, GJUS& T

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Business Policy & Strategic Management

Code: CP-301

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. If you are working as Chief Manager (Corporate Strategy) in an organization, then how would you design the Business Policy? Also describe the process of strategic management with suitable illustrations.
2. Explain the terms vision, mission and objectives and goals from strategic management perspectives. Do you think that these are same for service and manufacturing organizations? Justify the argument with suitable illustrations.
3. Discuss and compare BCG matrix and GE- nine cell models with suitable illustration. How the strategic decisions are influenced by application of these models?

PART-II

(15 Marks)

1. Elaborate the concept of competitive advantage with examples from Indian Industry.
2. How the Experience Curve and Industry Analysis are important in the context of strategy formulation and planning? Illustrate.
3. Hypothetically taking an example of any organization or company working in India and discuss the following by elaborating the concepts:
 - a. SWOT Analysis
 - b. Impact Matrix
 - c. Concept of value chain.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Business Legislation

Code: CP-302

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. What do you understand by a contract? Also elaborate the essentials of a valid contract mentioned in relevant provisions of the Indian Contract Act, 1872.
2. Define the performance of the contract. Discuss the various ways to discharge the contract.
3. Explain in detail the rights of an unpaid seller.

PART-II

(15 Marks)

1. What do you understand by Negotiable Instruments? Describe types of negotiable instruments.
2. Define a Company. What are the various types of company? Do you think that the new Company Act has become more relevant in present context? Justify the argument.
3. Write a detail note on Articles of Association and Memorandum of Association. How these are different? Discuss.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT

Programme : MBA Semester : III

Course: Corporate Taxation

Code: FM-303

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART I

(15 Marks)

1. Describe the various forms of corporate taxes. Also mention the provisions of Excise duty and Customs duty on manufactured products and imported goods.
2. What is GST? Explain the pros and cons of GST if implemented in India.
3. How the incidence of corporate taxes affects a consumer? Discuss the political, economic, financial and strategic aspects of corporate taxation in India.

PART-II

(15 Marks)

1. What are different aspects of corporate planning? How the CSR motives can be achieved through corporate taxes in India?
2. Describe various provisions of amended Companies Act, 2013 related to the corporate taxes.
3. Recently Vodafone has been given the benefit of tax exemption in Retrospective Tax Law Case. Highlighting the major milestones of this case examine the issues and challenges of Retrospective Tax Law in India.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Security Analysis & Investment Management

Code: FM-304

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART I (15 Marks)

1. Describe the various forms of market efficiency. What are the implications of EHM for 'security analysis and port-folio management? Discuss with assumptions.
2. What are the requirements for listing of equity shares at a stock exchange? Also discuss the procedures for listing according to SEBI provisions.
3. Explain main features and limitation of the following investment alternatives:
 - (a) Real estate
 - (b) Precious metals
 - (c) Call money market
 - (d) Commercial Papers
 - (e) Convertible debentures

PART-II (15 Marks)

1. What are the various tools of analysis used by technicians for investment decisions? Also state the recent developments that have take place in the Indian Stock Markets.
2. Describe with illustrations, various theories of valuation of fixed income and variable income securities.
3. What do you mean by Sensex? Explain its composition for construction of sensex and what are the criteria of determining its composition? Also describe the role of brokers and traders in stock market.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Management of Financial Institutions

Code: FM-305

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. Define financial institution? How they are different from banks? Do you think that in the era of universal banking the relevance of financial institutions has lost grounds? Discuss the role and importance of financial institution?
2. How will you evaluate the risks and returns of assets and liabilities of financial institutions? What are various types of risk in financial institutions? Explain their nature and strategies to mitigate.
3. What is the impact of interest rate on an economy? How short term and long term interest rate co-related?

PART-II

(15 Marks)

1. Explain the working and organization of Life Insurance Corporation of India(LIC) .With the help of available information on web –site of LIC discuss the types of risks involved in various kinds of life insurance policies.
2. “Financial Planning is more than understanding and suggesting the investors about the investment avenues.” Justify this argument by illustrating the nature, role, relevance and importance of financial planning by investment companies.
3. Comment on the following:
 - a. Monetary and credit policy of RBI
 - b. Risk Management techniques of banks
 - c. Development financial Institutions

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Principles of Insurance

Code: FM-306

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. “Insurance is more than merely a financial product”. Do you agree with this statement? Justify by giving illustrations on meaning, nature, scope, importance and types of insurance.
2. “As the regulator of insurance industry in India the role of IRDA has taken paradigmatic shifts”? Explain the functions and objectives of the IRDA in monitoring and regulating insurance sector in India. How far IRDA has been successful in achieving the objectives for which it was established?
3. What are the various constituents of insurance environments? Discuss the impact of external factors on insurance environment.

PART-II

(15 Marks)

1. As an adviser in insurance company you have to adopt a particular procedure for settlement of claims. Describe the procedure for settlement of claims under a life insurance contract. Do the claim settlement procedures adopted by public and private insurers differ?
2. From the official web-site of IRDA and annual reports of the IRDA, prepare a detailed account of performance of insurance sector in India during the last five years.
3. From the reliable resources obtained from official websites and documents in public domain, compare the product specifications of life insurance companies in public and private sector. Do you think that the recent proposed Bill to open insurance sector for foreign players will help boost the demand of insurance in India? Justify

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR,
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT**

Programme : MBA Semester : III

Course: International Business Environment

Code: IB-315

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. Explain the socio-economic and political changes which are happening of the world level impacting the international trade and business. Support your argument with suitable examples?

2. Explain the different theories of international trade in brief. Which one is the most suitable in the present context?

3. Differentiate between the tariff and non- tariff barriers. What is the purpose behind imposing these barriers?

PART-II

(15 Marks)

1. Explain the foreign exchange market mechanism. How the exchange rate is determined in the regulated markets and under free markets forces?

2. Explain the role of WTO in the promotion and expansion of international trade among the member countries. What are the major agreements which taken place under W.T.O.? Comment on India's stand at WTO talks recently.

3. Elaborate the different parameters for the evaluation and selection of a country by MNCs for starting the international business. Explain with suitable example?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
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ASSIGNMENT

Programme : MBA Semester : III

Course: Export-Import Procedures, Documentation and Logistics Code: IB-316

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. What do you understand by Business Contracts in International context? Explain the legal dimensions of international Business Contracts.

2. What do you mean by documentation? Explain the procedures and documentation for availing various export incentives in India?

3. What is a Business Risk? Explain the strategies for mitigating the Credit and Foreign Risk arising out of international trade transaction?

PART-II

(15 Marks)

1. Define quality control. Explain the inspection concept scheme and procedures of quality control?

2. Explain the methods and instruments of pre-shipment finance and post-shipment of export finance?

3. Comment on the following:
 - a. Dry Port
 - b. Duty Draw Back Scheme
 - c. Freight Rate Structure.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT

Programme : MBA Semester : III

Course: India's Foreign Trade and Policy

Code: IB-317

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I (15 Marks)

1. Explain the directional and structure trends in India's Foreign Trade since 1991. Suggest measures to improve India's share in world trade in new economy?

2. List out the major commodities of imports and export from India's exports to USA and European countries by taking data from the DGFT web-site. Also comment on the potential of these exports to other countries

3. Discuss the functions of Export- promotion Councils? To what extent they have been able to achieve their objectives?

PART-II

1. Discuss the trends in balance of payment position in India since 1991. What are the major contributions to balance of payment position?

2. What are the salient features of India's latest foreign trade policy? What improvements would you suggest in this policy?

3. Critically examine the role of export processing zones (EPZs) and special economic zones (SEZs) in the promotion of India's foreign trade. What steps are required to boost up their performance?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Foreign Exchange Management

Code: IB-318

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. What do you understand by foreign exchange market? Explain the structure and various participants of the foreign exchange market.

2. Differentiate spot and forward exchange rate. Explain various elements that constitute and affect forward exchange rate?

3. Discuss various methods used in forecasting exchange rates?

PART-II

(15 Marks)

1. What are various types of foreign exchange risks? How these affect the business and trade of the countries? Explain.

2. Comment and discuss on the following terms:
 - (a) Bid-ask rate and Bid –offer spread
 - (b) Direct and indirect quotes
 - (c) Value date and broken date

3. Suppose you are working as foreign exchange manager in an organization, point out various activities of a company that result in foreign exchange exposure and how would manage its transaction exposure?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
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ASSIGNMENT (PART I)

Programme : MBA Semester : III

Course: Management of Industrial Relation

Code: OBH-311

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. Define industrial relation. Explain the impact of emerging socio-economic scenario on industrial relation in India.

2. Explain the following:

- (a) Negotiation and collective settlements
- (b) Technological change and Industrial relations.

3. Define trade union. Why do employees join trade union? What are the problems of trade union in India? Discuss any live case of industrial dispute in recent years.

PART-I

(15 Marks)

1. What is participative management? Explain the techniques of participation of management? How it is crucial in settling of industrial disputes and maintaining industrial relations?

2. "The concept of Quality Management has undergone paradigmatic changes in recent years"? Do you agree with this argument? How do quality control circles contribute towards quality management?

3. Critically examine the role of on grievance management mechanism in India?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Managing Interpersonal and Group Processes

Code: OBH-312

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. What do you mean by group? Explain the types of groups and discuss the merits and demerits of a group as a medium of learning?

2. Explain the meaning and process of change. Why absorption of planned change is considered critical to the success of an organization?

3. Define the meaning and significance of interpersonal communication. What are the different forms of interpersonal communication? Explain the strategies of effective communication.

PART-II

(15 Marks)

1. What is the organizational implication of increased interpersonal awareness? How does JOHARY window help in increasing interpersonal awareness?

2. Explain the advantages and disadvantages of individual and group decision making. Briefly discuss the methods of group decision making.

3. What do you mean by team building? Explain the stages of team building?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Human Resource Planning and Development

Code: OBH-313

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I (15 Marks)

1. Explain the meaning of human resource and human resource planning. Discuss the process of human planning at length.
2. What is the rationale of demand forecasting? Explain the techniques of manpower demand forecasting.
3. Give the comparative significance of career management and career and their implications in career planning.

PART-II (15 Marks)

1. Why retention has become a critical activity even in the present day depressing environment? Which strategies an organized may apply to retain its best talent?
2. Discuss the relationship between performance planning and potential appraisal. Which techniques can be used to assess the performance of employees?
3. Discuss the components of QWL. How the quality of work life can facilitates resistance to change?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT

Programme : MBA Semester : III

Course: Organizational Effectiveness and Change

Code: OBH-314

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. If you are an HR manager and your organization is suffering from problems of retention and employees turnover then how would you design process of change. Discuss the process of organizational change by citing relevant examples at each stage.
2. Distinguish between efficiency and effectiveness. Discuss various ways to bring effectiveness and efficiency in an organization.
3. Define the term change agent? Explain various change agents which have impact on the organizational performance.

PART-II

(15 Marks)

1. Explain the meaning and types of organizational conflicts. How these arise? Discuss the different management strategies to tackle these conflicts?
2. Define learning and learning curve. Explain various strategies for fostering organizational learning?
3. Comment on the following:
 - (a) Cross cultural dynamics
 - (b) Business ethics and corporate governance in new CSR initiatives
 - (c) Women empowerment in organizations

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Management Support System

Code: ITM-319

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. Define DSS. Elaborate the role of DSS in business.
2. What is Executive Information System (EIS)? List and briefly describe its limitations. Briefly describe the Executive Information System of tomorrow.
3. Write notes on the following:
 - (a) What do you mean by Fuzzy Logic? Explain its advantages and limitations
 - (b) Define "What –if analysis"? How do spreadsheet software systems Work as DSS tool?

PART-II

(15 Marks)

4. Define Expert system. How is it different from DSS? Describe the benefits, problems and limitations associated with expert system.
5. Define Groupware. Where is it applicable? Describe the various classification of groupware. What is Groupthinking? Provide an example of a groupthinking situation.
6. Define the concept of abstract model. Explain the various types of abstract models.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
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ASSIGNMENT

Programme : MBA Semester : III

Course: System Analysis and Design

Code: ITM-320

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I (15 Marks)

- 1.(a) List and explain various phases of software development life-cycle.

(b)What do you mean by fact finding? What are the various techniques?
of fact finding ?Explain and illustrate.
2. (a) What elements of control are important in systems? Explain the role
of feedback in system.

(b) List out five characteristics of a good SRS document.
- 3.Describe the criteria for software purchase selection from vendor briefly. Enumerate
various pointsthat need to be considered prior toSoftware Selection.

PART-II (15 Marks)

1. What is Software? Explain various project management techniques for managing
software projects.
2. What do you mean by decision analysis? Illustrate how is decision taken using
decision tree?
3. Discuss the major issues involved in managing data processing in an organization.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Database Management System

Code: ITM-321

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. Define Data Models. Explain various types of database management models with their merits and demerits.
2. What are various file processing and access methods in DBMS? Explain with examples.
3. Define DBA. What are the responsibilities and functions of DBA?

PART-II

(15 Marks)

1. What do you mean by normalization? Explain various forms of normalization with suitable examples.
2. Define Distributed Data Processing Systems. Why database environment for such a system is needed?
3. Define SQL? What are its various types? Mention two commands of each type.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Internet Programming for E-Commerce

Code: ITM-322

Important Instructions

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I (15 Marks)

1. Explain the process of creating multimedia websites. Also discuss interactive websites.
2. How does Linux differ from windows? Explain different features of LINUX. Also discuss shell programming.
3. Explain configuration and features of Internet Information Server(IIS).

PART-II (15 Marks)

1. Explain the following scripts:-
 - (a) JavaScript
 - (b) VB Script
2. What is HTML? What are its uses? Discuss different building blocks of HTML.
3. Write short notes on:
 - (a) vi Editor
 - (b) Digital-signature.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Advertising Management

Code: MM-307

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. Define advertising .Why is it said, “No advertising, no marketing.”How does it help in creating primary and selective demand?

- 2.Is everything fair in advertising? Discuss major socio-cultural and ethical criticisms of advertising.

3. Why sales shouldn't be taken as advertising objective?Discuss DAGMAR approach in this context.

PART-II

(15 Marks)

1. How an advertising copy is prepared? What are components of an ad copy?

2. Discuss different types of media of advertising highlighting their respective advantages and limitations. What are the factors influencing the choice of media-mix?

3. What is the rationale of measuring advertising effectiveness? Discuss different techniques of measuring advertising effectiveness.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Sales Management

Code: MM-308

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. How does the sales objective affect the designing of a sale strategy? Explain various sales methods with the help of suitable examples.

2. Examine the role of personal selling as a form of direct marketing for selling consumer durable products in current context and also explain how would you handle these objections raised at the end of sales presentation?
 - (a) The price is too high
 - (b) After sale services are not satisfactory.

3. Describe different types of sales training methods?How these can be made more effective?

PART-II

(15 Marks)

1. How can redesigning or reallocating territories affect total profit contribution from sales territories? Explain with the help of suitable examples.

2. Identify the selection tools that have been most used to screen and select the sales personnel. Which of these are used most extensively?

3. Discuss the various techniques of sales control.How the techniques of sales control have changed in recent years?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Consumer Behaviour

Code: MM-309

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. Discuss the relevance of the study of consumer behaviour for the marketers.
How pricing decisions are taken in view of consumer behavior?

2. Define Perception and explain its types .How understanding of perception helps a marketer in deciding product design and pricing?

3. What is understood by attitude? Describe various models available for attitude measurement.

PART-II

(15 Marks)

1. What do you understand by personality? Also discuss the theories of personality.

2. What do you mean by diffusion of innovation? Describe the entire process.

3. What is meant by Motive? How the marketers use motive in formulating marketing strategies?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT

Programme : MBA Semester : III

Course: Rural Marketing

Code: MM-310

Attempt all three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

PART-I

(15 Marks)

1. Is it still true that the rural markets buy products for satisfying basic needs and not high end products? Give reasons.

2. What are the socio-economic and cultural characteristics that differentiate rural markets from their urban counterparts? Illustrate.

3. Explain the process of marketing of services in rural markets assuming any hypothetical service offering.

PART-II

(15 Marks)

1. How do tractor manufacturers use personal selling as a means of sales promotion?

2. Which institutions are engaged in the marketing of agricultural products? Explain their role, functions and business models.

3. How are agricultural products classified? Explain with suitable examples.