

## Assignment Questions for MBA 4th Semester (R & B)

### INSTRUCTIONS FOR THE ASSIGNMENT

#### **(No need to print this instruction page)**

1. Answer any three questions (10X3=30) (Maximum 800 words) from each of the paper.
2. It is also advised to take a printout this paper in A4 size (print double side to avoid the wastage of paper) and write the assignment answers with your own handwriting in black/Blue ball point pen. Pictures, diagrams, tables can also used for better description.
3. Students can refer both Primary & Secondary sources for preparing the assignment.
4. You are instructed to submit assignment at the time of University Examination.
5. The assignments will be collected paper wise during the day of examination. Use plastic cover or plastic sheets, plastic sticks are strictly prohibited.
6. *Photocopied assignments will not be accepted.* However one can keep a copy (Soft/Hard) of the same for further reference.
7. Take Printout of last page and mention question number, if additional page required for any question.
8. It is mandatory for the students to mention his/her name, enrollment number and number of pages in the top of the page and put name and signature in the bottom of the page (Declaration).

TIME TABLE - 2YR MBA 4th SEMESTER EXAMINATION, 2023 (NEW SYLLABUS)- (R & B)  
TIME – 1.30 P.M to 4.30 A.M (ADMISSION BATCH 2021, 2020, 2019, 2018, 2017)

DATE	PAPER	SUBJECT Group-1							
		HRM Spl	MM Spl	FM Spl	BIM Spl	POM Spl			
24/07/2023	P-23	HRPD	CB	FMI	RC&M	TQM			
25/07/2023	P-24	MERRL	ABM	MBFS	BIL	PMM			
26/07/2023	P-25	MTD	PSDM	SAPM	BIM	OPC			
DATE	PAPER	SUBJECT Group-2							
		HRM Spl	MM Spl	FM Spl	BIM Spl	POM Spl	DNM Spl	TTM Spl	ISM* Spl
27/07/2023	P-26	HRPD	CB	FMI	RC&M	TQM	HSM	TTT	RDBMS
29/07/2023	P-27	MERRL	ABM	MBFS	BIL	PMM	TM	HM	ERP
31/07/2023	P-28	MTD	PSDM	SAPM	BIM	OPC	MMFI	TOTM	SAD
01/08/2023	P-29	Project Viva							
02/08/2023	P-29	Project Viva							

(\*ISM Special paper exam timing is 1hr 30 minutes & ISM Specialization Lab viva timing will be informed during the examination)

(Examinees will appear the examination as per the specialization selected earlier. The same will also be reflected in the Admit Card.)

Student Name: \_\_\_\_\_ University Roll No.: \_\_\_\_\_

Course: MBA Semester: 4<sup>th</sup> Subject: **CB (MM SPL.)** Total No. of pages submitted: \_\_\_\_\_

**Q1. LUX has traditionally positioned the brand by influencing consumer beliefs and attitude by highlighting on them of “Beauty Soap of Film Stars”. In your opinion why has UNILEVER adopted this approach instead of highlighting certain specific brand features or benefits?**

**Ans:**

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**Ans to Q1:**

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**Q2. Most celebrities campaign Cadbury Dairy Milkas “Real Test of Life”. How celebrity influences and changes of Indian rural consumer perception.**

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**Ans to Q2:**

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**Q3. Given various consumer insights that analysis the message of “DOVE HAIR CARE” tried to convey “Every Woman Can Be Beautiful”. Discuss the effectiveness of buying behavior towards positioning of the brand.**

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**Ans to Q3:**

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**Q4.** In the eyes of most Indian car buyers MARUTI-SUZUKI has remained as the most affordable family car. What distinct land mark decisions the company has taken to create such an image, apply Consume Decision Making Model.

**Ans:**

.....  
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**Ans to Q4:**

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.....  
**Q5. Pepsi's Strategy to impact on Changing Consumer behavior: Would it succeed?**

**Ans:**

.....  
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**Ans to Q5:**

.....  
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Course: MBA Semester: 4<sup>th</sup> Subject: **ABM (MM SPL.)** Total No. of pages submitted: \_\_\_\_\_

**Q1. Different corporate focuses on advertising in present days. In your opinion, is it necessary to spend on corporate advertising?**

**Ans:**

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Course: MBA Semester: 4<sup>th</sup> Subject: **ABM (MM SPL.)** Total No. of pages submitted: \_\_\_\_\_

**Ans to Q1:**

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Course: MBA Semester: 4<sup>th</sup> Subject: **ABM (MM SPL.)** Total No. of pages submitted: \_\_\_\_\_

**Q2. What are the suitable methods of consumer promotion for garment products? Give suitable examples.**

**Ans:**

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**Ans to Q2:**

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.....  
**Q3. Why sales force management important? How insurance companies utilize sales force management.**

**Ans:**

.....  
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**Ans to Q3:**

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**Q4. In your opinion, why does a brand fail in the market? Cite a suitable example from an FMCG product.**

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**Ans to Q4:**

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**Q5. What do you mean by customer loyalty? What are the different methods adopted by banks to create and satisfy loyal customers?**

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**Ans to Q5:**

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Course: MBA Semester: 4<sup>th</sup> Subject: **PSDM (MM SPL.)** Total No. of pages submitted: \_\_\_\_\_

**Q1. Discuss the launching process of a new product.**

**Ans:**

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**Ans to Q1:**

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**Q2. Discuss the PLC stages by taking examples.**

**Ans:**

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**Q3. Discuss product portfolio and analyze the various strategies of a company.**

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**Q4. How does a sales department of a company work?**

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**Ans to Q4:**

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**Q5. Discuss the various challenges for the distribution channel members.**

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**Ans to Q5:**

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