



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

S348 - M.B.A. MARKETING MANAGEMENT

SECOND YEAR– THIRD SEMESTER

Academic Year : 2022 - 2023

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for **FIVE** papers as per instructions.

Last date for submission:**01.11.2022**

Last date for submission with late fee **300/-:15.11.2022**

NOTE:

1. Assignments sent after **15.11.2022** will not be evaluated.
2. Assignments should be in the own handwriting of the student concerned and not type-written or printed or photocopied.
3. Assignments should be written on A4 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, Annamalai Nagar – 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 **FIVE** questions in each paper. For each question the answer should not exceed 4 – pages. Each assignment carries 25 marks (5questions).You are expected to write **FIVE questions for every subject**.

Dr. R SINGARAVELU
DIRECTOR

348E2310 - RURAL MARKETING

1. What is rural marketing? Explain its scope and nature.
 2. Discuss about the market segmentation.
 3. Write a note on distribution strategy.
 4. Explain the role of NABARD in rural marketing.
 5. Write a note on distribution patterns of regulated market.
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348E2320 -CUSTOMER RELATIONSHIP MANAGEMENT

1. Define CRM. What are the five components of CRM framework?
 2. What are the different methods of customer acquisition?
 3. Evaluate the cross-selling and up-selling measures to develop customer value.
 4. What do you mean by a Sales process? What are the forms of a sales activity?
 5. What are the ways to avoid conflicts in CRM?
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348E2330 -MARKETING RESEARCH

1. Define Marketing research and detail its importance.
 2. Describe the process of business research.
 3. What is the relationship between exploratory, descriptive, and causal research?
 4. What do you mean by data analysis?
 5. What are the elements involved in product research?
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348E2340 -CONSUMER BEHAVIOUR

1. Explain nature and scope of consumer Behavior.
 2. What are the steps in the consumer research process?
 3. What are the popular data collection methods?
 4. Identify and describe the three stages of perception.
 5. Discuss about the methods available to measure judgments on brand performance.
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348E2350 -ACCOUNTING FOR MANAGERS

1. Prepare a profit & Loss account and Balance sheet of your Choiceof company.
2. Define fund flow statement. Examine its uses and significances for management.
3. Enumerate the various criticisms usually leveled against break-even chart.
4. Explain the Elements of a budgeting.
5. What are the main benefits that may be expected from installation of a costing system in a manufacturing business?