



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 Diploma in Marketing Management Programme (2024-25 Batch and Earlier Batches)**. Please note the following points, while answering these assignments:

1. Writing and submitting these given 'Assignments' are compulsory for the students of PG Diploma Financial Management Programme. They have a weightage of 30% in each course.
2. You have to submit both the assignments compulsorily. You will not be allowed to appear for the year-end examinations of any course, unless you submit the specified number of assignments in time, for 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 regular/current batch. Repetition of the same assignment will in no case 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. Dates of submission for the assignments are:

FIRST AND SECOND ASSIGNMENTS:

**All the Six Courses
31-01-2026**

*****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 same Study Centre to which you are attached.
10. The first page of your response sheet should be in the following format:

Student Admission No. :
Name of the Student :
Address :
Mobile No. :
E-mail Id. :
Name of the Programme :
Course Code & Title :
Assignment No. :
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.
14. You are required to use only foolscap paper for your responses. Allow some 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. Start each assignment on separate sheets of paper.
18. You can consult your counsellors and get clarification on your doubts, if any, while answering the assignments.
19. The assignments should be neatly hand written. ***Typed or Computerized assignments will not be accepted.***
20. You have to prepare your responses in duplicate, submit the original at your study centre and retain the second copy with yourself as a record.
21. You can collect back the evaluated assignments from your study centre, if you want.
22. In case you request for a change of study centre, you should submit your assignments only to the original study centre until the University gives effect to such request for change of study centre.
23. Further correspondence should be made to the following address:

The Director (Student Services Branch)
Dr. B. R. Ambedkar Open University, Prof. G. Ram Reddy Marg,
Road No.46, Jubilee Hills, Hyderabad – 500 033

HEAD

DEPARTMENT OF BUSINESS MANAGEMENT



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

DIPLOMA IN MARKETING MANAGEMENT PROGRAMME
(BATCH: 2024-25)
COURSE -DMM21601- CONSUMER BEHAVIOUR AND MARKETING RESEARCH

SECOND SEMESTER
ASSIGNMENT – I **(MARKS: 15)**
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. **a)** “What do you understand by Consumer? Write a note on Importance and types of Consumers.
b) Write a detailed note on Consumer trends.
2. **a)** Distinguish between Individual Buyers and Organizational Buyers.
b) How Information search influence in consumer decision making? Explain.
3. **a)** Write a short note on Neuro-marketing and Heuristics.
b) How physical, social and situational influences Affecting purchases? Comment.

ASSIGNMENT – II **(MARKS: 15)**
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. **a)** Write a detailed note on significance of personality types in the context of consumer behaviour.
b) “The family role is important consumer behaviour”- Comment.
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:

ABC Electronics Ltd. was a company established in 1983 by Mr. Manoj Kumar and over the years had emerged as one of the leaders in the growing segment of the electronics and home appliances market in India. Currently it has a market share of 30% of the home appliances market. Its product strategy has been to offer a wide range, right from mono stereo, two in ones and sophisticated music systems to televisions, refrigerators, washing machines, ovens and microwave ovens. ABC's marketing strategy also included offering the above products so as to match the needs and budget of the middle and upper middle classes. In 1991, Prasad, son of Mr. Manoj Kumar, took over as the Managing Director of

the company. Seeing the intense competition in the post liberalization scenario, Prasad was keen to follow the principle that once you have decided on your target customer, you follow him/her relentlessly with attractive offerings. In 1994, he developed a well focused promotion and distribution strategy. The promotion strategy involved an advertising budget of Rs. 10 crores, a special training program for the sales force and offering freebies and various other sales promotion techniques. In terms of distribution, Prasad selected exclusive showrooms and franchisees to display their wide range of products. The location of the exclusive retail outlets was also selected so as to match the perceptions of the consumers as an "exclusive showroom" for them. However, even after two years of implementing the new promotion and distribution strategy, the sales of ABC Electronics did not pick up to the extent that the company thought it would. Prasad then directed the marketing managers to conduct a study of other retail outlets to know the trend. The results revealed that there was a change in consumers' perceptions regarding purchasing consumer durables. There seemed to be a preference for purchasing goods from multi brand, rather than from single brand outlets.

Questions:

- i). Where do you think Prasad went wrong in his analysis of consumer behavior ?
- ii). Discuss the change in the role of the consumer today, as compared to the consumer five years ago



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DIPLOMA IN MARKETING MANAGEMENT PROGRAMME
(BATCH: 2024-25)
COURSE -DMM21602- 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)** Write a brief note on media planning. Discuss the various steps involved in media planning with suitable examples.
b) Explain the different types of Advertising campaigns.
3. **a)** “Advertising Appeals stimulate a person to buy a product or service”- Comment.
b) Write a detailed note on 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)** What are the various phases in sales planning process; Explain with appropriate examples.
b) Write a detailed note on significance of studying sales forecasting and explain the various types of sales forecasting methods.
2. **a)** Distinguish centralized and decentralized sales force management, with relevant examples.
b) Explain 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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DIPLOMA IN MARKETING MANAGEMENT PROGRAMME
(BATCH: 2024-25)
COURSE -DMM21603- RETAILING MANAGEMENT

SECOND SEMESTER

ASSIGNMENT – I (MARKS: 15)
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Define the term ‘Retailing’. Write an overview on retailing in India.
b) Write a detailed note on how retail classification based on the nature of service they provide.
2. a) Explain the various organisational patterns in retailing.
b) Discuss the importance of layout in retailing. Categorize the different types of layout generally used in Retailing.
3. a) Write a detailed note on dimensions in sales forecasting in sales for retailing? Explain.
b) What are the various pricing strategies suitable for retailing business? Explain.

ASSIGNMENT – II (MARKS: 15)
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) ‘Understand the customers in retailing are important aspect’ Keeping in view of the above statement discuss the various 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 questions asked at the end:
Organized retailing in India is poised for exponential growth. It is expected to experience new paradigms due to changing dynamics in areas such as demand, supply, technology, supply chain management, and government policy.

There are several underlying opportunities and challenges in this sector. As consumerism is rapidly growing, rural consumers are expected to be the biggest beneficiaries. At the same time, retailers are expected to provide value not only to customers, but also to associates, employees, and consumers.

However, it is difficult to sustain a retail business with such constant dynamics and changes taking place in the market. The need of the hour is flexibility in business operations, so that it can adapt according to the changing needs of the market.

With the rapid transformation of the rural market, several large companies are preparing to enter the organized retail sector in small cities and towns. The question that arises is how far they would succeed. If they enter this field, they must decide whether to focus on value retailing or lifestyle retailing.

Retail cannot develop merely by setting up malls. In order to promote retail, India must also be promoted as a shopping destination. For this, it is necessary to give Indian retail an Indian face. While adopting foreign formats may help in growth, it is very important that India develops its own retail formats rather than merely imitating foreign malls.

Questions:

- i). How is organized retailing different from unorganized retailing? State the advantages and disadvantages of both forms.
- ii). Explain how retailers can give an Indian face to retail.
- iii). List the opportunities and threats before organized retailing.



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PG DIPLOMA IN MARKETING MANAGEMENT PROGRAMME
(BATCH: 2024-25)
COURSE - PGDMM21604- 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:

Garbage Collection — An International Service? Perhaps!

Having persuaded hundreds of local governments in the United States to contract out street cleaning and trash collection, WMX Technologies is now collecting trash, cleaning streets, and constructing sanitary landfills in 20 countries, including Argentina, New Zealand, and Saudi Arabia. It also holds a 15-year contract to operate a hazardous waste treatment plant that will process all of Hong Kong's industrial and chemical waste.

Even the French are now handling British trash. Sita Group, a subsidiary of Suez Lyonnaise des Eaux, recently won a 25-year contract for waste collection in Surrey, England. With Surrey's population of around one million people generating 500,000 tons of waste per year, the contract is worth approximately €1.5 billion. At the same time, Sita Group sold its subsidiaries in Australia and New Zealand to Waste Management of Houston, Texas.

More recently, because of financial difficulties at home, Waste Management has begun to divest its foreign acquisitions. The firm is even encountering challenges in neighboring Mexico. Mexico is producing mountains of trash and industrial waste that it cannot safely manage — which should ideally represent a great opportunity for American waste management expertise and technology. However, of all the American firms that rushed into the Mexican market after the NAFTA signing, few remain, and even those have scaled back operations.

The main problems have been the lack of clear regulations, bureaucratic delays, and unexpected political opposition to new dump sites. One of the largest U.S. firms, Waste Management, sold its share of Mexico's leading waste hauler and sought a \$60 million judgment against the Mexican government for violating NAFTA obligations to protect American businesses. Other U.S. companies have filed similar suits. Mexican government officials, however, blame the companies. At least now, with NAFTA, the American firms can seek redress in a systematic and transparent way. Many on both sides of the border await the outcomes.

Waste management continues to be a rapidly expanding international business.

Questions

- i). What factors have contributed to the international expansion of companies like WMX Technologies and Sita Group in the waste management industry?
- ii). What major challenges did American waste management firms face when operating in Mexico after the signing of NAFTA?
- iii). How has NAFTA influenced the ability of American firms to seek justice or compensation for business disputes in Mexico?
