

(DEMB11)

ASSIGNMENT-1

EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025

Second Year

BUSINESS POLICY AND STRATEGIC MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Concept of corporate strategy.
(b) Role of Top management.
(c) Competitive Analysis.
(d) Need for portfolio Analysis.
(e) Strategic Alternatives.
(f) Evaluation of strategy.
2. Write a note on corporate policy and planning in India.
3. Describe the Role and functions of Board of Directors.
4. What are the objectives of SWOT Analysis?
5. Outline the problems involved in financial Analysis.
6. Examine the Reasons for mergers and Acquisitions.
7. What is meant by Turn Around Management? What are the issues involved in it?

ASSIGNMENT-2

EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025

Second Year

BUSINESS POLICY AND STRATEGIC MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case study

Chocolate Makers “Hershey’s Inc, USA and Ferrero SpA, Italy are considering a joint bid to buy out” Cadbury Plc, which could help the British confectioner fend off a hostile take over by Kraft. Foods Inc, USA this move is the strongest sign of a possible rival bid to Kraft’s \$16.7 Billion offer which Cadbury rejected and said was “derisory”.

Parallely Ferrero could join financial investors and private equity players considered friendly to Cadbury, for a possible alliance. With this proposal, the advantage for Cadbury shareholders is that they would continue to hold shares in a high growth confectionery group having UK listing rather than being paid around 50% equity in a low growth US listed conglomerate having a turn over of \$ 11.7 billion a year. Ferrero, has an annual sale of \$9.3 billion with 18 factories and 21600 employees worldwide, “it is also known for its Kinder “Chocolates and” “Tic-Tac” candy.

Questions:

- (a) Explain “intensive” and “integrated growth strategies” adopted by these conglomerates;
 - (b) Explain the five types of competitive advantages pursued by Hershey’s and Ferrero, while formulating their strategic plans; and
 - (c) Why do companies resort to hostile bidding?
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(DEMB12)

ASSIGNMENT-1

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

INTERNATIONAL BUSINESS

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Concept of International Business.
 - (b) Strategic considerations.
 - (c) Control of International Trade.
 - (d) HRM in MNCs.
 - (e) Multilateral Agreements.
 - (f) Regional Trade Grouping
2. Explain in detail about any one of the theories of International Trade.
3. Discuss the need and importance of strategic planning in MNCs.
4. What is the process involved in evaluation of performance of International Business?
5. Outline the factors influencing effective Negotiations in International Business.
6. Critically examine the role of International organisations in promoting International Business.
7. What factors are responsible for promoting multinational corporate culture?

ASSIGNMENT-2

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

INTERNATIONAL BUSINESS

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study

You are just a week young in your job as a treasury executive in a leading laptop trader/supplier in Indian. Earlier your company was sourcing assembled laptops from China, but with the incentives provided in the Budget by the finance minister of India, your company is planning to enter assembly/manufacturing market in India. Now your Company is Planning to source components and sub assemblies from Taiwanese firms. This will involve a of foreign exchange trading and contracts since you are from a leading university in India. Your CFO has asked you to make presentation to the top management on various possibilities relating to forex market in India.

Questions for Discussion:

What is all that you would like to tell the top management so as to establish your credibility?

(DEMB13)

ASSIGNMENT-1

EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025

Second Year

MANAGEMENT INFORMATION SYSTEMS

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) DBMS
 - (b) Data warehouse
 - (c) Query Language
 - (d) Software
 - (e) Big data analytics
 - (f) Types of information system.
2. Write about the role and importance of management information system.
3. Explain in detail the concept of system analysis and design.
4. Write a detailed note on Computer Networks.
5. What are the methods to control project? Explain.
6. What is DBMS? Write about DBMS implementation.
7. Write about different types of Data Communication Concepts.

ASSIGNMENT-2

EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025

Second Year

MANAGEMENT INFORMATION SYSTEMS

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study.

At present, the Snocan Company which manufactures 25 products has 103 sales offices throughout the United States with an average of 10 sales representatives per office. Every week, the sales reports in each office are tabulated by a clerk on a rotary calculating machine. The reports divide sales according to sales representative, product and customer. The reports are mailed to headquarters where they are Combined by clerks using calculating machines. The results are then typed and given to marketing research and to management. While top management is studying the reports, marketing research analyzes them and forecasts sales to the next six months. Unfortunately, by the time management receives the reports they are from three to six weeks old.

A new system has been devised in which daily sales by sales person, product and customer are sent over a data communication line from each office to headquarters. A new electronic computer is to be installed to compile and analyze the data and forecast sales. The computer will also handle Payroll calculations and replace three clerks in payroll.

The detailed design has been approved by management. The company's system designer is now ready to detail plans for implementation. Nobody in the company has had any experience with computers or computer languages. About 2000 square feet of floor space is available at present for the computer Centre. The kind of data transmission equipment and the computer have not yet been specified.

Provide the Snocan Company with a thorough set of plans for implementing their new MIS.

(DEMBA1)

ASSIGNMENT-1

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

SALES AND ADVERTISING MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Scope of sales management.
(b) Controlling the sales force.
(c) Need for sales planning.
(d) Process of Marketing Communication.
(e) Message design development.
(f) Negotiation skills.
2. What are the skills required for effective selling?
3. Outline the sources available for Recruiting Salesman in a large scale sales organisation.
4. What are the objectives of sales Analysis and cost analysis?
5. Examine the process involved in measuring advertising effectiveness.
6. Outline the factors which are influencing media selection.
7. Discuss the need and importance of training the sales force.

ASSIGNMENT-2

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

SALES AND ADVERTISING MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case study

You have been appointed as a consultant for manpower planning for a retail store and you realize that sales departments of two divisions of your client-apparel and computer hardware - are being understaffed. You are supposed to help your client with recruiting sales staff and reorganize sales departments for both divisions.

Devise suitable sales organisations for both departments and list the critical skills, both technical and behavioural for sales force.

(DEMBA2)

ASSIGNMENT-1

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

SERVICES MARKETING AND CRM

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Nature of services
 (b) Relationship marketing
 (c) Designation of service strategy
 (d) Benefits of CRM
 (e) E-CRM Vs. CRM
 (f) Service vision and service strategy
2. Define 'Services'. Distinguish between Goods and services. Give some examples also.
3. Explain the process involved in service product Development.
4. Discuss the need and importance of marketing of financial services.
5. What is meant by CRM? Briefly write about the evolution and types of CRM.
6. What is meant by e-CRM? What are its features?
7. Discuss the origin and growth of service marketing.

ASSIGNMENT-2

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

SERVICES MARKETING AND CRM

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

8. Case study

Mr. Ajay has been thinking to treat his friends for quite some time. He has decided to organize a get together on his next birthday in the following week.

There is a famous star-type hotel in his place called great Gala Co. Next day, he called on phone the manager of the hotel, Mr. Raja and requested him to reserve two tables for a group of four couples to celebrate the party at 8.00 p.m. on his birthday. Next day, Mr. Ajay has telephoned Mr. Raja again and requested him to reserve three tables instead of two, since two more couples would be joining his birthday party. Mr. Raja has agreed to make the necessary change in the schedule.

On the birthday, as programmed, all the friends of Mr. Ajay have gathered at his house in 3 cars and proceeded to the Great Gala Co to be there at 8.00 p.m.

But to his utter astonishment Mr. Ajay has found that only two tables have been set for the group. He went to the manager who is found busy attending the customers at the moment, which is supposed to be the peak hour at the hotel, and has asked him as to why only two tables are arranged as against three asked for. Mr. Raja, the manager, has said that the reservation has been made as per the request for two tables only. Mr. Ajay, quite embarrassed, as his friends are waiting for the arrangement of adequate number of tables, has kept on pleading with the manager for his quick action to set three tables for his group so that his birthday party would be a pleasant one. However, Mr. Raja has, on his part, been insisting that

Mr. Ajay asked for only two tables and that he never asked him to revise it to three tables.

At last, after a long wait, the third table has been added, and the party has commenced, though late. However, the discussion at the dinner almost centered around the demean behaviour of the hotel manager. The end thus has not been so enjoyable. After the dinner Mr. Ajay has paid the bill but not usual tips to the bearer. He has chosen to be blind to the courtesy of offering tips, which is not

usual with Mr. Ajay. Before leaving the hotel he called the Manager and said that none from his group would even visit the Great Gala Co. Mr. Raja shrugged off.

Question:

- (a) What are your observations in the delivery of the service?
 - (b) What would be your reaction to the behaviour of Mr. Raja?
 - (c) If you were the manager of the hotel what would you have done to turn the problem into a situation that would have won customers forever?
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(DEMBA3)

ASSIGNMENT-1

EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025

Second Year

RURAL AND RETAIL MARKETING

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Reference groups
 - (b) Product Augmentation for the rural market
 - (c) Pricing decisions in rural market
 - (d) Diversity of rural promotion event
 - (e) Participants in rural distribution process
 - (f) Trends in rural consumer behaviour.
2. What is meant by rural market? Explain the present status of rural markets in India.
 3. What are the factors influencing the buying behaviour of rural consumer?
 4. Evaluate the process involved in product development in rural markets.
 5. What are the issues involved in message design and development for rural market?
 6. What are the types of intermediaries in rural markets?
 7. Discuss the need and importance of rural marketing research in India.

ASSIGNMENT-2

EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025

Second Year

RURAL AND RETAIL MARKETING

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study

West Coast industries is a leading player in consumer goods industry with a turnover of over Rs.800 crores. The company has three types of products i.e. Health care products (Healthy life sunflower oil, mothers choice ground nut oil, milky white toothpaste/Tooth powder). Natural products (Kesavardini Hair Oil, Everfair teen fairness cream, Glow'n', flow shampoo) and third party brands (III bar soaps, baby care diapers, cool spice after, shave lotion, sun detergents).

The company, through 40 C and F agents and about 1000 distributors, is able to reach one lakh retailers. The distributors get 3% discount on health care products and 5% discount on Nature care products. The retailer gets 5% margin on Health care products and 10% on Nature care products. About 30% of all India sales is from rural and semi-urban areas. The products are targeted towards young and middle-aged people; and middle/high income rural population. The company has also observed that loose oils are preferred in many markets and branded oils have become popular in a few states only.

The company has made use of television to reach rural population, but finds it expensive to cover all the states in the country.

The set up of sales and marketing department is given below :

General manager (Sales), general manager (Marketing) and general manager (Supply Chain),

Regional sales manager - 8

Area sales manager - 32

Territory sales executives/officers - 160

The company has undertaken the following initiatives in rural areas :

- The company has introduced sachet packet (100 ml., 50 ml.) of kesavardini in areas of T.N., A.P., Maharastra.
- The company has 120 super distributors and 2700 stockists to service the rural markets. The super distributors get 15-21 days credit facilities.

- The distribution covers 20,000 villages (In comparison to colgate-50,000 and HLL-80,000). The products are sold in village shandies and through company vans to retailers.
- The territory sales executives spends about 70% of his time in meeting retailers and key influences, participation in village events, organizing meetings and balance in planning activities.
- Under territory sales executives there are pilot sales representatives (party subsidised by the company) for meeting the village merchants. They are under the control of super distributors. Each village merchant is met once a month through van operations.

Questions :

- (a) Do you think that there is scope for increasing sales volumes in rural market?
- (b) Give your specific recommendations as to how the company can improve distribution and promotion policy to reach rural markets.

ASSIGNMENT-1

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

CONSUMER BEHAVIOUR AND MARKETING RESEARCH

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Determinants of personality
 - (b) Sources of consumer dissatisfaction
 - (c) Concept of perception
 - (d) Need for Marketing Research
 - (e) Defining a Research problem
 - (f) Reference Groups and Family influence.
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2. Briefly explain about various models of Consumer Behaviour.
 3. What are the various determinants of Consumer Behaviour?
 4. Evaluate the process involved in Consumer Decision making.
 5. What are the different methods of collecting data for Marketing Research?
 6. Define 'Hypothesis'. Explain the process of testing the Hypothesis.
 7. Discuss the need and importance of the study of Consumer Behaviour.

ASSIGNMENT-2

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

CONSUMER BEHAVIOUR AND MARKETING RESEARCH

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study :

Pat Mern, president of a large landscaping company with outlets and operations throughout southern New England has long been a concerned environmentalist. Because of this, certain aspects of his industry bothered him, including what he believed was the unnecessary use of chemicals for lawn care. Pat had seen the growth of chemical-based lawn-care products throughout the 1970s and 1980s, culminating in the now popular lawn-care services that typically apply liquid fertilizers and pesticides to lawns. Over the years he had seen how lawns actually became dependent on these chemicals that were rich in nitrogen to promote a nice-looking green “carpet”, but sparse in other nutrients that promote strong roots and hearty plants. In fact, he thought of lawns that were treated by chemically-based services as “junkies”. When a homeowner stops using one of these services the lawn seems to rapidly deteriorate because of its chemical dependencies and lack of general health.

Pat had decided to do something about this in his area of business. After attending a couple of conferences on “environmentally friendly” fertilizers he was committed to offering an organic lawn-care product line through his local landscaping outlets. The first product he would carry in this line would be an organic fertilizer obtained from a northeastern producer and sold in 50-pound bags. The contents of these bags were purely organic material obtained from large-scale composting operations of the producer. They featured a wide range of plant nutrients in addition to nitrogen.

The conferences Pat had attended provided him with a number of interesting pieces of information. These are summarized below.

- Surveys have suggested that consumers are concerned about the environment. One study found that 74 percent say that environmental protection is a priority for them. Studies also indicate that consumers are attracted by environmentally friendly products and are willing to pay a premium for them.

- One survey found only 7 percent of the respondents believe that companies are taking appropriate steps to protect the environment.
- Another study found that just 8 percent of Americans view business and industry leaders as “very believable sources” of information on environmental issues.
- The introduction of many “environmentally friendly” products has caused growing skepticism about product claims among at least some consumers.
- Companies must demonstrate commitment on environmental issues to win the public’s trust-environmental messages are likely to fail unless the company demonstrates broad-based environmental responsibility.
- It is useful for a company to gain the support of key opinion leaders to assist in getting its message out to the public. Such leaders would include environmental groups and media.
- The market can be segmented into several categories based on consumers interests in and acceptance of environmental products and messages. The most receptive group for organic fertilizers appears to be 35 to 65 year old college-educated males who earn more than \$50,000 per year as professionals and live in the suburbs. They are socially and environmentally concerned, civic-minded, and active outdoor types. They rely mainly on the print media for information but do watch sports on TV.

Armed with this information, Pat decided to call a staff meeting to begin addressing issues and creating a plan for introducing the organic line of fertilizers. He knew that they would cost consumers at least 30 percent more than chemical-based products. He also knew that aggressive, informative advertising and public relations campaigns would probably be essential to the success of this endeavor. However, he was not sure what methods to adopt.

Questions:

- (a) What marketing/consumer research questions should Pat pursue? What research methods would be most appropriate?
- (b) What market segments might be the best targets for Pat to focus on at the outset? Why would others you considered not be the most appropriate targets?

(DEMBA5)

ASSIGNMENT-1

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

**GLOBAL MARKETING
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS**

1. (a) Concept of International Market
 - (b) Joint Ventures
 - (c) Export Policy
 - (d) International logistics
 - (e) MNCs
 - (f) Negotiated Agreement
2. What is International Marketing? Compare it with domestic marketing with the help of relevant examples.
3. Throw light on the Exim Policy of India.
4. What are the various agencies for sales promotion in the International Market?
5. Define International Marketing. Explain the benefits of International Marketing.
6. Identify and discuss problems associated with assessing advertising effectiveness in Foreign Markets.
7. What is International Market segmentation? Discuss the Macro variables to segment the Markets.

ASSIGNMENT-2

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

**GLOBAL MARKETING
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS**

1. Case Study :

Case Let

Colgate – Palmolive is one of the World's leading producers and distributors of consumer products used in the home. Its product lines include light and heavy duty detergents, dentifrices and other oral care products, food wraps, toilet soaps, cleansers and cleaners. Colgate acquired the Kendall Company, maker of surgical dressings and health care products. Afterwards it acquired Helena Rubenstein cosmetics.

2002 sales of Colgate-Palmolive were \$ 2.9 billion of which 62 per cent were outside the United States. The company sells on six continents and has subsidiaries in 54 countries.

Colgate management decided that it should use its marketing muscle not only to sell its own lines, but also to sell products manufactured by others. One of these products is Wilkinson blades. David Foster, President said, "We tried years ago to market razor blades under the Palmolive brand. We discovered that having the same name on shaving cream and blades did not help us. When we went out in the field with the Wilkinson name we found it easy to sell". Colgate now markets Wilkinson in several European and Western Hemisphere countries.

In the U.S. Colgate sells several products made by European manufacturers, such as Alpen cereal from Britain and Pritt Glue Stick from Henkel in Germany. Colgate also taken products from U.S. manufacturers such as DU Pont (Reveal roasting wrap) or Chicopee Mills (Hand wipes). In the words of Foster, "We use someone else's technology and our own World-wide reach". Colgate people meet with the supplier to plan for the year "Just as we do with our own division".

Potential new products from the outside are evaluated by the New Ventures Group, a task force of seasoned executives. Once such products are accepted and successful in the New Ventures Group, they are taken over by the regular marketing organization Gard hair products is a successful line picked up in

Germany. It is currently marketed only in that country by the Colgate affiliate there.

As of 2003, Colgate management anticipated growth in similar arrangements around the World to augment its own resources in the new product area. Compared to the U.S. market, where it faced the dominance of Procter and Gamble, Colgate often had a distribution and marketing advantage in overseas markets.

Questions :

- (a) Do you think that it is a good strategy for Colgate to market internationally products made by other firms? Explain why you agree or disagree.
 - (b) What criteria should Colgate use in selecting products to market internationally?
 - (c) If this strategy works for Colgate, would you recommend it for Procter and Gamble.
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