

(DEMB11)

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**BUSINESS POLICY AND STRATEGIC MANAGEMENT
MAXIMUM : 30 MARKS**

ANSWER ALL QUESTIONS

1.
 - (a) Corporate strategy.
 - (b) Competitive analysis.
 - (c) Display matrices.
 - (d) Portfolio analysis.
 - (e) Turn-around strategy.
 - (f) Core Competency.
2. Discuss in brief about Corporate Policy and Planning in India.
3. Discuss the role of Board of Directors in an organization.
4. What are the financial plans involved in strategy implementation? Explain.

(DEMB11)

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**BUSINESS POLICY AND STRATEGIC MANAGEMENT
MAXIMUM : 30 MARKS**

ANSWER ALL QUESTIONS

1. Explain the merits and demerits of Mergers.
2. Discuss about Environmental analysis and Internal corporate analysis.
3. Explain the steps involved in Turn-around management.
4. 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 real 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 - Tic' 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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ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**INTERNATIONAL BUSINESS
MAXIMUM : 30 MARKS**

ANSWER ALL QUESTIONS

1.
 - (a) Globalisation.
 - (b) Free trade.
 - (c) Multi National Companies.
 - (d) Business negotiations.
 - (e) LDCs.
 - (f) International logistics.

2. What is international business? Enumerate the modes of operations in international business.
3. Critically examine different theories of international trade in brief.
4. What are the various types of strategies in international business?

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**INTERNATIONAL BUSINESS
MAXIMUM : 30 MARKS**

ANSWER ALL QUESTIONS

1. Describe the role of WTO in strengthening business relations between countries.
2. What is HRM? What are the factors influencing HRM in international business?
3. State the factors influencing the culture of multinational corporates.
4. Case study.

Mid-West Manufacturing Company manufactured electronic sensing -equipment and had revenues of about \$ 20 million. The president of Mid-West had founded the company five years ago and had been fairly successful in developing sales and acquiring capital to run the corporation. Two years ago a major oil company acquired 35% of Mid-West's shares and provided funds for expansion of plant and capital equipment. Continued rapid growth of the company, however, was causing continual cash-flow problems. The cash-flow problems were compounded by extensive price cutting by competitors which reduced Mid West profit margins considerably.

Mid-West's President was never a believer of corporate planning. But the executives of oil company through their representation on the board began insisting on a 3-year business plan. Mid-West never had even an annual plan for the corporation. Since the President was against planning the oil company executives approached the executive Vice President and key managers and requested that a plan be developed.

Marketing Manager told the executive Vice President that it would be difficult for him to contribute to the plan without specific delineation of corporate, goals from the President. If the goal was to increase market share and corporate revenues. Mid-West Would have to sell their products slightly below the competition. This strategy in the near-term would certainly cause red ink in the bottom line. If the goal was to be profitable, he would go after only high profit margin market niches and be big in small markets. This would mean lower revenues and less prominent position in the industry. Marketing Manager said bluntly that unless he had specific direction (strategic objectives) from the top, he would not participate in the planning process.

Director of Engineering was convinced that if minor improvements were made to the production process they would yield immediate reduction in manufacturing costs. But the president was against making these changes. The current production process, even though a little expensive gave a distinguished look to Mid-West's products He contended that if the changes were made, their product would look like every body else's.

Director of R & D had specific – projects that needed approval from the President. The success in these projects would result in 10 to 30% cost reduction in key products. The President was reluctant to approve these projects, because it would mean drastic changes to the original

process developed by the President himself. President believed that his process was still the best and could-not be improved upon.

The executive Vice President Summarized the Position of Mid-West to the oil company executives as follows. Mid-West needs to resolve specific issues both on technical and marketing side. All these require major decisions from the president. Some issues in solve specific philosophy and beliefs. Unless we-get resolution and clarification, the planning would be worthless. The key issue was the absence of top management support for formulation of mission, objectives and strategies, i.e. conceptual planning.

Questions:

- (a) What Steps are necessary to begin a planning function at Mid-West?
- (b) What would be the consequences of not developing corporate plan on company's Future?
- (c) Why was Mid-West so successful without corporate planning up to now? What has changed that requires planning in future?

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

MANAGEMENT INFORMATION SYSTEMS
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) Role of MIS in decision making.
 - (b) Topologies
 - (c) MIS Design
 - (d) Systems Engineering
 - (e) RDHMS
 - (f) ERP
 - (g) Mobile Computing
 - (h) IT Services
2.
 - (a) What is Management information system? Explain the types of information systems used in tactical level.
 - (b) Discuss the structure of information system.
3.
 - (a) Explain the contemporary approaches in acquiring information system.
 - (b) Discuss the steps in MIS planning procedure.
4.
 - (a) Discuss the scope and significance of decision support systems.
 - (b) What is artificial intelligence? Write the scope and features of A.I.

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

MANAGEMENT INFORMATION SYSTEMS
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. (a) Discuss the role of MIS in Human resource management.
(b) Discuss the importance of international information system.
2. (a) Explain the intellectual rights of IT services.
(b) Explain the ethical issues of a digital firm.
3. Case Analysis.

Xenon publication is developing a subscription system. They need to create and delete records of subscribers. Also records must be updated when there is an address change, name change or change in the expiration data (i.e. after a subscription is renewed). All issues sent are recorded on the individual record. One function of the system will be to print mailing labels. These should be printed in Zipcode in order to facilitate bulk mailings. Management is also concerned that the Zipcode was recently expanded by the postal service.

There are 15 million subscribers some of these people telephone the subscription dept. for a variety of reasons an issue has not been received, their payment check for subscription renewal has not been cleared, there is a change in their personal information etc. mail inquiries are also received.

Questions:

- (a) What type of file organization would you select? Why?
- (b) Within a record how would you compensate for the Zipcode.

(DEMBA1)

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**SALES AND ADVERTISING MANAGEMENT
MAXIMUM : 30 MARKS**

ANSWER ALL QUESTIONS

1.
 - (a) Personal selling.
 - (b) Sources of recruiting sales force.
 - (c) Message design.
 - (d) Marketing communication
 - (e) Advertising appeal.
 - (f) Sales territory
2. 'Selling is buying process'. Comment.
3. Describe the relationship between sales and distribution management.
4. Elucidate the techniques employed while selecting sales force.

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**SALES AND ADVERTISING MANAGEMENT
MAXIMUM : 30 MARKS**

ANSWER ALL QUESTIONS

1. How do you assess the effectiveness of advertising? Explain.
2. How do you measure the effectiveness of advertising? Discuss.
3. State the methods of preparing sales budget.
4. Case study.

Lip-sticks and lip-gloss are glamorous products being marketed in India. Lip-stick is a fragrant combination of waxes, vegetable oils, fatty Emollients — Lanolin (obtained from sheep's wool) and pigments (or permissible dyes). All these are ground at a particular temperature and poured into respective moulds and frozen.

Lip-stick has fat as its base. It is a shiny stick. It is mounted on a propeller. It moves up and down the groove in a plastic sleeve. Lip-gloss has oily base. The additives of it form a thin film on the lips. It is creamy or in liquid form. It has a small percentage of wax, pigments and dyes. Roll-on-lip gloss has colours mixed in oil. The retail price is high on account of heavy excise – duty. Cheap brands, of lip-sticks make use of cheap wax like paraffin wax, instead of bees wax. They also use lead carbonate, instead of pearl, for a shine. They do not use specified colours. They use poor lubricants (which give rise to bacteria) that shorten its life. However good, a lipstick has a life-span of not more than 2-3 years.

Questions:

- (a) The complete product knowledge is given in the above write-up.
- (b) What do you think should be the copy platform for these products? Indicate the theme, the appeal and the buying motives.
- (c) Indicate a suitable media-mix for advertising these products. Give your reasoning.

(DEMBA2)

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

SERVICES MARKETING AND CRM

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) Classify services.
 - (b) Service vision.
 - (c) Concept of CRNI.
 - (d) e-CRM.
 - (e) Service Quality.
 - (f) Physical evidence.
2. 'The liberalised Indian marketing scenario has increased the scope and importance of marketing of services'. Comment.
3. Does advertising for services differ from that of products? Explain.
4. How can one manage service quality in banks?

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

SERVICES MARKETING AND CRM

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Critically examine the CRM cycle.
2. What is the impact of e-Commerce on CRM.
3. Bring out the market potential of e-CRM in India.
4. Case Study:

Although Master card's advertising has advised customers and potential customers to "Mastering the Possibilities" many observers say that Master card International has been unable to master its own possibilities. The Company, which is controlled by about 150 large banks, has had a host of problem areas.

Master card incurred a loss of \$5.3 million in 1987, when bad-debts totaled 2.9 per cent of receivables versus Visa's bad-debts of 2.4 per cent). Because of this loss, Master card cut back on customer solicitations through mass mailings (which could have had bad-debt rates exceeding 10 per cent).

It attracted criticism from retailers and others after announcing an increase in the fees that card-issuing banks would charge retailers for each customer transaction made with master card. The rate increase was viewed as excessive by firms such as Wal-Mart and Toys "R". Us and had to be rolled back.

The fee rollback helped retailers, but it cost master card in terms of lost profitability.

The firm also suffered because the higher fee was intended to provide member banks with an incentive to push Master card rather than Visa. According to an executive at one of the largest card-issuing banks: 'The fee was very important to us. If Master card had remained committed to the higher fee, we definitely would issue more master cards'.

Master card has experienced a decline in market share. Until the late 1970s, it had the Number One position in worldwide creditcard charge volume. However, in 1979, Visa passed Master card and became the market-leader which it remains today. The market share between Visa and N laster Card has steadily widened.

The relatively new American Express Optima card (which, unlike American Express other cards that require full payment each month is true credit card and allows customers to pay their bills over an extended time period) is encroaching on Master card's market share. In

less than two years on the market, Optima became one of the top ten credit cards in the united states.

Both Master card and Visa are owned by member banks that support them with dues. Bankers are increasingly questioning the rationale of supporting two competing organizations. As one banker says. "The infighting between Master card and visa is hurting us all. We should be fighting AmEx".

Although Master card developed the first premium bank credit card in 1983, Visa is pressing master card with heavy promotion. In 1998, within six months after introducing its premium card, Visa was able to equal Master card in members.

In order to remedy this situation, and to capitalize on its powerful name (one study found master card to be the fourteenth most powerful brand name in the united states), the company began a new advertising campaign with a \$20 million budget and the theme of "Master the Moment" (to replace the "Master the Possibilities" slogan) in 1989. The new campaign's Strength is that it breaks through and defines Master card in a way people are not used to thinking about it".

For the first time, Master card's advertising now stresses the card's cash-advance features and the ability of a cardholder to obtain funds from Master card's nationwide cirrus Teller machine network. The new ads are also designed to change the public's perception of Master Card as a Woman's shopping card".

As the editor of Credit-Card Management observes, it is imperative for Master card to enhance its image "Credit-Card marketing now focuses on what the card can do for you (Referring to American Express' Membership Has Its Privileges Campaign" and Visa's aggressive comparative advertising). But Master-Card has been out there with a very fuzzy image and neglected to explain what the card can actually do".

Part of Master card's fuzzy image has been due to its past practice of frequently changing advertising campaigns. For example, in 1989, Master card devoted part of its advertising budget to a short lived fourth-quarter. "Choose to Make a Difference" promotion.

Questions:

- (a) Comment on the difficulties in marketing Master card because of its intangibility. How would you address this issue?
- (b) How should Master card position itself against Visa and American Express?
- (c) How can Master card Industrialize its services?
- (d) Present a comprehensive marketing plan to increase Master card's market share?

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

RURAL AND RETAIL MARKETING

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) Reference groups.
 - (b) Product modification for rural market.
 - (c) Message design for rural market.
 - (d) Physical distribution in rural market.
 - (e) Retail land scape.
 - (f) Retail merchandising.

2. Describe the trends in the growth of retailing in India.

3. What kind of retail mix do you suggest for department stores? Explain.

4. State the steps involved in developing a retail strategy.

(DEMBA3)
ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

RURAL AND RETAIL MARKETING
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Explain the features of rural environment.
2. Examine the factors that influence rural consumer behaviour.
3. Enumerate the services rendered by participants in rural market.
4. Case study:

Hindustan Levers Limited (HLL) is the market leader in India in fairness creams market with its very popular fair and lovely product. Though it is positioned as a product for females, it is also enjoyed a fairly good market among males segment. Cavencare's fair ever' could give a tough competition for the product. When HLL is seriously fighting with Cavencare in the market to retain its share, a new product called Fair and Handsome entered in the market, introduced by Emami, targeting exclusive male segment Fair and Handsome could build a niche among males segment and emerged as competitor for both the brands taking away the male users to its fold from the two companies. HLL sensed the danger and quick enough to introduce a new exclusive fairness cream for males and named it as 'MENZ Active' The management of HLL is not very happy with the positioning of their product and wanted your support in doing so.

Question:

Suggest a brand positioning strategy for HLL for its product 'MENZ ACTIVE'.

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

CONSUMER BEHAVIOUR AND MARKETING RESEARCH

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) Diversity of consumer behaviour.
 - (b) Influence of social class.
 - (c) Satisfied consumer.
 - (d) Primary data.
 - (e) Attitudinal scale
 - (f) Consumer research.
2. Why is it necessary to study consumer buying behaviour? Explain.
3. Which model of consumer behaviour is best suited to India.
4. Describe the relationship between personality traits and consumer behaviour.

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

CONSUMER BEHAVIOUR AND MARKETING RESEARCH

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Critically examine Schiffman and Kanuk's model of consumer decision making.
2. What are the tools used while collecting research data?
3. How do you formulate and hypothesis? Explain.
4. Case Study:

Campbell Soup Co. introduced the line of chunky soups in 1970. The product was geared to young people who were avoiding Campbell's standard soup lines and looking for something that tasted more like a meal. This heartier version containing more vegetables and meat in a richer, heavier broth has done very well over the years with teens, particularly young males. It is the leading ready-to-serve food in supermarkets. However, as the youth market turns from soups to other food for lunch and snacks, with the growth of fast-foods restaurants and microwave ovens and the pizza and Popcorn cooked in them. Chunky faces increasing challenges from alternatives. In addition, a competitive ready-to-serve soup. Progress has gained position because of its cachet consumers think the brand is imported or different and so it has found a following.

Campbell has resolved to reach the youth and college market. It conducted special research on the college market, resulting in several interesting findings. First, only about one-third of students use college food services for lunch, and only about one in four eats there for dinner. With 70 percent of students having access to a microwave oven, the potential exists for heating up soup. In addition, this group likes soup and prefers to consume chicken noodle soup rather than hot dogs. Six in ten college students are more involved in buying prepared food than in the past. Thus, these patterns indicate that heating soup be perceived as quick and easy and would be an alternative food for these students.

College youth are an attractive market segment for several reasons. First, the college market accounts for almost 5 percent of the total U.S. population. Second, students typically have about \$150 to \$200 per month of discretionary income. Third, this is the time when many individuals are first trying independent living and making purchasing and consumption decisions by themselves. Consequently, attracting them to the Campbell brand could develop a life-time of brand loyalty. Moreover, as university students, these consumers should become the leader and innovators of tomorrow, enhancing the brands' image in the future. Campbell executives are also aware, however, that college students can be very difficult to reach. Students trend to read fewer newspapers, watch less television and listen to less radio.

Question:

Advise Campbell management on how to effectively market its soup brands in the youth segment, particularly college students.

(DEMBA5)

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

GLOBAL MARKETING
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) Polycentricity
 - (b) FT2s
 - (c) International market segmentation
 - (d) BOP
 - (e) Truly MNC
 - (f) FOB pricing
2. Explain the scope and significance of international marketing.
3. Describe the impact of legal and political environment on global marketing.
4. State the factors that influence international market selection.

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

GLOBAL MARKETING
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Discuss the advertising media available for overseas marketing.
2. Elucidate the contribution of WTO to international marketing.
3. Enumerate the documents required for imports and exports.
4. Case Study.

Vits Foods Pvt. Ltd. manufacture biscuits, chocolates and drinking chocolates. They started business sixty years back in the small scale. By hard work the company has reached the present level of turnover at Rs.300 lacs. Against the large scale competition from Cadbury', 'Britannia' and 'Parle' the company has performed well. The prime consideration is given to the quality of the product. It has, however, been noticed that company is yet to accept the concept of professional management fully. The company should do even better than what they are doing presently but for the inadequate marketing strategies.

Mr.R. Mishra Marketing Manager was thinking of making a big entry into the markets for 'food drinks'. For last one year or so, lie was noticing the high pitched advertisements coming on TV. from such brands Boost, 'Complan' and 'Nutramue' He was particularly impressed by the advertisement approach used by the latter. Mr.R. Mishra however, felt that he must offer some new concept in the product formulation as against the traditional one. In his own family as well as others he had found that the present product in granule or poweter form posed quite a few problems The main one was that of spoilage if a wet spoon is used.

The product used to get solidified. Using a can for packaging also increased the cost. In consultation with his R & D Manager, Mr.R. Mishra he was contemplating the development of food drink in a paste form. This should be offered in plastic or aluminum tube.

Questions:

- (a) How would you test this concept for acceptability?
- (b) How would you position the product in the market? And
- (c) Do you think the new concept of product formulation will meet consumer expectations?