

MS-61

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-61: Consumer Behaviour



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110 068**

ASSIGNMENT

Course Code	:	MS-61
Course Title	:	Consumer Behaviour
Assignment Code	:	61/TMA/SEM-I/2010
Coverage	:	All Blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

1. How would on knowledge of consumer behavior help you in designing your marketing program for the following products and services? Justify your answer with reasons.
 - a. Disposable Diapers
 - b. Retail banking
 - c. Coffee bars
2. Your company is about to launch a healthy, high fiber, low calorie breakfast cereal. You have been asked to study the consumer attitudes prior to the launch. Explain how would you apply that ATO model to assess the consumer attitudes in this case.
3. For the following products and services, explain how the dynamics of family decision-making operate, on the basis of your discussion with at least five families. Clearly specify The dominant decision-making role In each case and give your own explanation of why such role specialisation exists.
 - a. Cooking oil
 - b. Life Insurance policies
 - c. Automobiles
4. How to marketers respond to post purchase behavior? Answer with respect to the possible post purchase behavior for the purchase of
 - a. An expensive consumer durable product of your choice
 - b. A high involvement service like health care.

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MS-62: Sales Management



**School of Management Studies
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MAIDAN GARHI, NEW DELHI-110 068**

ASSIGNMENT

Course Code	:	MS-62
Course Title	:	Sales Management
Assignment Code	:	MS-62/SEM-I/2010
Coverage	:	All Blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

- 1 a) Explain the evolution of Sales Management functions in the Indian context.
 - b) Trace out the changing role of personal selling with suitable illustrations.

- 2 a) List out and explain briefly the various types of selling skills required for successful sales interactions.
 - b) Recruitment and Selection both mutually are considered as tools for establishing and building an effective sales force team. Discuss.

- 3 a) What are the internal reports generated to monitor and evaluate the performance of the sales force in the company you are associated or familiar with.
 - b) Discuss the sales incentive plan that you would recommend in the following situations. Justify your answer.
 - (i) Salesmen of FMCG company
 - (ii) Salesman handling a Industrial product
 - (iii) Salesman associated in Tourism promotion

- 4 a) How will you go about developing sales forecast in an ongoing company with a long product line. What are its advantages and limitations?
 - b) What is the significance of sales budget in an enterprise? Discuss the major advantages and disadvantages.

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**ASSIGNMENT
FIRST SEMESTER
2010**

MS-63: Product Management



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MS – 63
Course Title	:	Product Management
Assignment Code	:	63/TMA/SEM – I/2010
Assignment Coverage	:	All blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

1. What do you understand by the term ‘product positioning’? Taking the example of a product of your choice explain how perceptual map can be used for product positioning.
2. How would you use the technique of Benefit-structure Analysis to generate new product ideas for electric mosquito repellent?
3. What are the pricing alternatives for a new product? Assume that you are introducing a line of economy range of office shirts, what pricing method would you suggest and why?
4. Brief explain the concept of Product Life Cycle (PLC). Do all products go through the classical bell shaped PLC? Name one category of goods and one category of services you believe are in the introductory stage of their life cycles.
5. Discuss the strategic relevance of branding for marketers.
6. You are a product manager in a FMCG company in charge of the ‘Toothpaste’ category.
 - a) Suggest alternative basis for positioning of the product.
 - b) Discuss the function that packaging performs in marketing of toothpaste.
 - c) In case you want to introduce a new toothpaste in the market, how would you go about test marketing the same?

MS-64

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-64: International Marketing



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110 068**

ASSIGNMENT

Course Code	:	MS-64
Course Title	:	International Marketing
Assignment Code	:	64/TMA/SEM-I/2010
Assignment Coverage	:	All blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

1. “The world is becoming more and more mono-cultural. Today you can get Japanese noodles in the US and McDonald’s burger in India. Cultural factors are simply not as important as they were earlier.” Do you agree with the statement? Justify your answer giving suitable examples.
2. What do you understand by the term ‘political risk’? Discuss the strategy for management of political risk at the pre-investment stage.
3. Briefly explain the components of international advertising strategy. What are the advantages and disadvantages of standardization of international advertising Programme?
4. Explain the basic steps in international marketing research process. Select an industrialized country and a least developed country and state how conducting marketing research would be different in the two.
5. Explain the contents and significance of the following documents:
 - (a) Letter of Credit
 - (b) Commercial Invoice
 - (c) Packing List
6. Describe the reasons for a firm for entering international markets.

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Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-65: Marketing of Services



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MS – 65
Course Title	:	Marketing of Services
Assignment Code	:	65/TMA/SEM – I/2010
Assignment Coverage	:	All blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

1. Explain the difference between search, experience and credence qualities giving suitable examples. Discuss their implications for services marketers.
2. Taking the example of an airline, explain the various elements of services marketing mix.
3. Do you agree with the following statements? Justify your answer.
 - (a) Service waits (customer waiting) can be managed only by operations management.
 - (b) In the mature industries generally the core product becomes a commodity and competitive advantage is derived out of value creating product support services.
 - (c) A service organization should treat a complaint as a gift and the one who complains as a friend.
4. Assume you manage a full service family restaurant in an important location of a large city. Explain the underlying pattern of demand fluctuation that is likely to occur at your restaurant and the challenge it would present to you as a manager. List out the strategies that you might use to manage demand and capacity.
5. You have been appointed as a marketing consultant by a multi-speciality corporate hospital. Prepare a note for the hospital management explaining:
 - (a) Why it would be necessary for doctors as well as nursing staff to be marketing oriented?
 - (b) Importance of word of mouth communication for the hospital.
 - (c) How the pricing of health services is different from pricing of goods?
 - (d) Service quality dimensions which the hospital can use for measuring its service quality?