

ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN

4TH SEM ASSIGNMENT QUESTION

INTERNAL MARK: 25 / PER SUBJECT

MBA – General

Elective – B – MARKETING MANAGEMENT (MM)

31741B1 - INTERNATIONAL MARKETING

1. Why markets are segmented in International Context?
2. Explain the objectives of Dumping ?
3. Write a note on “International Transfer Pricing”
4. Explain the factors to be considered for the International Advertising?
5. Discuss the objectives of Sales Promotion in detail ?

31742B2 - LOGISTICS MARKETING AND TECHNOLOGY

1. Write a detailed note on “Tracking Technology”
2. Explain the objectives of 4PL Services ?
3. Write a detailed note on LMS and OMS
4. Discuss the meaning of market and what are the functions of Marketing?
5. What is meant by Market Segmentation and describe its objectives?

31743B3 - QUALITY MANAGEMENT

1. Discuss the types of ‘Sampling’
2. Explain Zero Defect Manufacturing ?
3. What are the types of Quality?
4. What are the approach of Quality?
5. What are the types of award?

31744B4 - STRATEGIC RETAIL MANAGEMENT

1. Explain VMOST framework ?
2. Write short note on retail strategy audit ?
3. Point out the different ways to develop brand strategy ?
4. What are the merits and demerits of cost leadership strategy?
5. i) Define Retailing
ii) What is meant by Corporate Culture?
iii) What do you mean by Risk?

31745B5 – PROJECT WORK