

ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN

3rd SEM ASSIGNMENT QUESTION

INTERNAL MARK: 25 / PER SUBJECT

MBA INTERNATIONAL BUSINESS (IB)

31731 - MARKETING MANAGEMENT

1. List out the functions of a middleman
2. What is advertisement budget? State the uses of it.
3. Explain 7P's in service marketing mix ?
4. Explain the process of consumer buying behaviour.
5. Explain the role of online sales promotional activities in sales ?

31732 - FINANCIAL MANAGEMENT

1. What are advantages of Average Rate of Return method?
2. Explain the objective of financial management ?
3. What are the objectives of cash management?
4. Explain the concept of working capital ?
5. Discuss the significance of working capital in a firm ?

31733D1 - INTERNATIONAL ECONOMICS

1. List out the various theories of International trade ?
2. Explain the Major Barrier in International trade ?
3. Define IMF, Explain the Role and objective ?
4. What are the Trade Blocks?
5. Briefly explain the Foreign Direct Investment ?

31734D2 - INTERNATIONAL MARKETING

1. Describe the meaning and importance of Consumer Behaviour in marketing?
2. Define Marketing Planning. Explain steps in the planning process.
3. Explain recent trends in the Marketing ?
4. What is Marketing Channels? Describe various Marketing Channels of Distribution of the product ?
5. Explain the advantages and disadvantages of having a global brand

31735D3 - EXPORT MANAGEMENT AND DOCUMENTATION

1. Briefly explain the gains from trade.
2. What are the policies are issued by ECGC?
3. Explain in detail export promotion scheme in India ?
4. Briefly explain duty draw back scheme ?
5. Discuss in detail the role and functions of DGFT ?