

**ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN**

**3<sup>rd</sup> SEM ASSIGNMENT QUESTION**

**INTERNAL MARK: 25 / PER SUBJECT**

**MBA MARKETING MANAGEMENT (MM)**

**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 ?

**31733B1 - MARKETING OF SERVICES**

1. Trace the evolution of service positioning ?
2. What are the components of relationship marketing?
3. What are the challenges faced by a hotel service marketer?
4. Bring out the impact of COVID-19 on Tourism service marketing ?
5. How does a hospital price its services?

### **31734B2 - PROMOTIONAL MANAGEMENT**

1. Explain the different promotional tools used by mobile phone companies in India ?
2. What are the objectives of advertising?
3. What are the different types of 'publics' in public relations?
4. Bring out the characteristics of personal selling ?
5. How are women portrayed in Indian advertisement?

### **31735B3 - PRODUCT MANAGEMENT**

1. How are products classified?
2. What are the benefits of product standardization?
3. Examine any four cases of new product success in India ?
4. Elaborate the process of product positioning ?
5. What is product policy? What are its objectives?