

ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN

3rd SEM ASSIGNMENT QUESTION

INTERNAL MARK: 25 / PER SUBJECT

MBA PROJECT MANAGEMENT

31731- MARKETING MANAGEMENT

1. What is marketing? Describe the various traditional and modern concepts of marketing and explain with examples.
2. Define Branding. Why it is important? Explain the criteria marketers must evaluate before selecting a brand name?
3. When is Personal Selling more appropriate than other methods of Promotion? Explain with examples
4. Define on line marketing. Explain the recent trends in online marketing.
5. Explain the advantages of advertising ?

31732 - FINANCIAL MANAGEMENT

1. Explain briefly the decisions involved in Financial Management?
2. What are the different sources of long term Finance? State the merits of each source ?
3. What is working capital management? What is the need to maintain optimum working capital? Discuss the consequences of inadequate and excess working capital.
4. Describe the different types of dividend the dividend policy of a firm.
5. Describe the risks and cost of holding inventory ?

31733F1 - PROJECT FORMULATION AND APPRAISAL

1. State the sources of project ideas
2. What is feasibility study? State its importance
3. Bring out the importance of technologies up-gradation for present business.
4. State the needs for detailed project report
5. Discuss about Characteristics of Questionnaire

31734F2 - PROJECT SUPPORT SYSTEM

1. Write a detailed note on “Productivity Councils”.
2. What are the objectives of IDBI and NABARD?
3. What are the needs for project support system?
4. Define - Marketing Plan.. State its necessary.
5. Why training is need for promoting projects?

31735F3 - PROJECT CONTROL SYSTEM

1. What are the assumptions of PERT Techniques?
2. Write a detailed note on: (i) Pricing Decision (ii) Profit Planning
3. What is Break even Analysis? State its benefits.
4. State the difference between PERT and CPM Techniques.
5. Explain the role of Computers in Managerial Information System