

**ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN**

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

**INTERNAL MARK: 25 / PER SUBJECT**

**MBA TECHNOLOGY 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 kinds of middle men.

**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. Explain the objectives of cash management.

### **31733K1 MANAGEMENT OF INNOVATION AND R & D**

1. Elucidate the innovative features of walmart.
2. Discuss the role of innovators in R & D.
3. Enumerate the role of DST in innovation.
4. Explain about the role of consultants in R & D.
5. Explain about innovation efficiency index.

### **31734K2 RE-ENGINEERING AND FLEXI SYSTEMS**

1. What are the limitations of BPR?
2. Explain how strategic flexibility is useful in adopting the changes and dynamics.
3. Discuss the factors influencing success in BPR.
4. Briefly explain about business process discovery and diagnosis.
5. Explain in detail the implementation of BPR and its principles.

### **31735K3 TECHNOLOGY POLICY, ETHICS AND IPR MANAGEMENT**

1. Discuss the concept of cyber security.
2. Discuss the benefits of scientific research to a society.
3. Explain about the impact of S & T policy on society.
4. Discuss about Patent Cooperation treaty.
5. Explain the procedure for registration of Trademarks.