

# Assignment Questions for Marketing Specialization

## Subject: ADVERTISING MANAGEMENT

Unit I

Q 1 - What is the role of Advertising in Marketing Process?

Unit II

Q2 – Explain Dagmar Approach – Determination of Target Audience.

Unit III

Q3 - Write Note on Campaign Planning.

Unit IV

Q4 - Write a Brief note on Selection, Compensation and Appraisal of an Advertising Agency.

Unit V

Q5 – Write a comparable note

- 1) Advertising V/s Consumer behavior

## Assignment Questions

### CONSUMER BEHAVIOUR

Unit I

Q1 – What is consumer behavior? How does the study of Consumer Behavior helps marketers to frame Marketing Strategies?

Unit II

Q2) - Write a note on

- 1) Information Processing
- 2) Consumer Perception

Unit III

Q 3 - How does Influence of Personality affects on Buying Behavior process of an Individual?

Unit IV

Q4- Write a Brief note on

- 1) Psychographics and Lifestyle
- 2) Reference Group Influence
- 3) Diffusion of Innovation

Unit V

Q5 - What is Consumer Behavior Audit?

## **Assignment Questions**

### **Subject: INTERNATIONAL MARKETING**

Unit I

Q1 – Write a short on the following International Institutions

- 1) World Bank
- 2) IMF
- 3) UNCTAD
- 4) WTO
- 5) Free Trade Zones

Unit II

Q 2 - Write a brief note on the following Constraints on International Marketing

- 1) Fiscal and Non-fiscal Barriers
- 2) Non-tariff Barriers

Unit III

Q3 - Give a brief note on Import and Export Policy of India

Unit IV

Q4 - Write a brief note on Procedure and Documentations of International Trade

Unit V

Q5- what are the Various Forms of International Business

## **Assignment Questions**

### **Subject: SALES AND DISTRIBUTION MANAGEMENT**

Unit I

Q1 – What is Personal Selling? Write its Objectives.

Unit II

Q2 - write a note on Developing and Conducting Sales Training Programmes.

Unit III

Q3- Write a brief note on Sales Cost and Cost Analysis.

Unit IV

Q4- Write a note on an Overview of Marketing Channels their Structures, Functions and Relationships.

Unit V

Q5- What are the methods of assessing performance of Marketing Channels? Also elucidate International Marketing Channels.