

Babasaheb Bhimrao Ambedkar Bihar University, Muzaffarpur
Directorate of Distance Education
Professional / Technical 3rd Semester Examination 2014 (Session 2013-15)
Subject:- Master of Business Administration (MBA)
Marketing Management (Elective I)
Paper – 12
Assignment (Full Marks – 30)
Marketing Research & Consumer Behaviour

1. Discuss the importance of Marketing Research.
2. What is questionnaire? Explain the essential of good questionnaire.

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Assignment (Full Marks – 30)
Advertising Management

1. Describe the benefits and limitations of advertising.
2. What is promotion-mix? Discuss its elements.

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Paper – 14
Assignment (Full Marks – 30)
Sales Management

1. Explain the merits and demerits of personnel selling.
2. What is sales territory? Explain its need in sales management.

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Paper – 15
Assignment (Full Marks – 30)
International Marketing

1. Explain the legal and political environment in international marketing.
2. Discuss the functions of export-import bank.