

**Babasaheb Bhimrao Ambedkar Bihar University, Muzaffarpur**  
**Directorate of Distance Education**  
**Professional / Technical 3<sup>rd</sup> 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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**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.