

Assignment Questions for MBA 4TH Semester (R & B)

INSTRUCTIONS FOR THE ASSIGNMENT

1. Answer any three questions (10X3=30) (Maximum 800 words) from each of the paper.
2. It is also advised to write the assignment answer in A4 size paper using double side (to avoid the wastage of paper) with your own handwriting in black/Blue ball point pen. Pictures, diagrams, tables can also used for better description.
3. Students can refer both Primary & Secondary sources for preparing the assignment.
4. You are instructed to submit assignment at the time of University Examination.
5. The assignments will be collected paper wise during the day of examination. Use plastic cover or plastic sheets, plastic sticks are strictly prohibited.
6. Photocopied assignment will not be accepted. However one can keep a copy (Soft/Hard) of the same for further reference.
7. Take Printout of last page and mention question no, if additional page required for any question.

MBA 4th SEMESTER EXAMINATION, 2025 (Regular & Back)

TIME – 9.00 A.M to 12.00 P.M (Admission Batch January 2023 Regular & 2022/2021/2020/2019 Back)

DATE	PAPER	SUBJECT							
		Group-1							
		HR Spl	FM Spl	BIM Spl	POM Spl	MM Spl	X	X	X
28/07/2025	P-23	HRPD	FMI	RC&M	TQM	CB	X	X	X
29/07/2025	P-24	MERRL	MBFS	BIL	PMM	ABM	X	X	X
30/07/2025	P-25	MTD	SAPM	BIM	OPC	PSDM	X	X	X
DATE	PAPER	SUBJECT							
		Group-2							
		HR Spl	MM Spl	FM Spl	BIM Spl	POM Spl	DNM Spl	TTM Spl	ISM* Spl
31/07/2025	P-26	HRPD	CB	FMI	RC&M	TQM	HSM	TTT	RDBMS
01/08/2025	P-27	MERRL	ABM	MBFS	BIL	PMM	TM	HM	ERP
02/08/2025	P-28	MTD	PSDM	SAPM	BIM	OPC	MMFI	TOTM	SAD
04/08/2025	P-29	Project Viva							

(*ISM Special paper exam timing is 1hr 30 minutes & ISM Specialization viva timing will be informed during the examination)

Student Name: _____ University Roll No.: _____

Course: **MBA Semester: 4TH Subject: CB (MM SPL)** Total No. of pages submitted: _____

Q1. LUX has traditionally positioned the brand by influencing consumer beliefs and attitude by highlighting on them of “**Beauty Soap of Film Stars**”. In your opinion why has **UNILEVER** adopted this approach instead of highlighting certain specific brand features or benefits?

Ans:

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(Signature of the Student)

Answer to Q1:

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Q2. Most celebrities campaign **Cadbury Dairy Milkas “Real Test of Life”**. How celebrity influences and changes of Indian rural consumer perception.

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Answer to Q2:

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Total No. of pages submitted: _____

Q3. Given various consumer insights that analysis the message of “**DOVE HAIR CARE**” tried to convey “**Every Woman Can Be Beautiful**”. Discuss the effectiveness of buying behavior towards positioning of the brand.

Ans:

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Q4. In the eyes of most Indian car buyers **MARUTI-SUZUKI** has remained as the most affordable family car. What distinct land mark decisions the company has taken to create such an image, apply **Consume Decision Making Model**.

Ans:

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Answer to Q4:

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Student Name: _____ University Roll No.: _____

Course: MBA Semester: 4TH Subject: CB (MM SPL)

Total No. of pages submitted: _____

Q5. Pepsi's Strategy to impact on Changing Consumer behavior: Would it succeed?

Ans:

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Student Name: _____ University Roll No.: _____

Course: MBA Semester: 4TH Subject: ABM (MM SPL)

Total No. of pages submitted: _____

Q1. Different corporate focuses on advertising in present days. In your opinion, is it necessary to spend on corporate advertising?

Ans:

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Student Name: _____ University Roll No.: _____

Course: MBA Semester: 4TH Subject: ABM (MM SPL) Total No. of pages submitted: _____

Q2. What are the suitable methods of consumer promotion for garment products? Give suitable examples.

Ans:

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Student Name: _____ University Roll No.: _____

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Q3. Why sales force management important? How insurance companies utilize sales force management.

Ans:

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Q4. In your opinion, why does a brand fail in the market? Cite a suitable example from an FMCG product.

Ans:

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Student Name: _____ University Roll No.: _____

Course: MBA Semester: 4TH Subject: ABM (MM SPL) Total No. of pages submitted: _____

Q5. What do you mean by customer loyalty? What are the different methods adopted by banks to create and satisfy loyal customers?

Ans:

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Student Name: _____ University Roll No.: _____

Course: MBA Semester: 4TH Subject: PSDM (MM SPL) Total No. of pages submitted: _____

Q1. What kind of Product development strategy would you suggest to a leading IT firm which is going to launch new software targeted to the industrial marketing segment?

Ans:

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Course: MBA Semester: 4TH Subject: PSDM (MM SPL) Total No. of pages submitted: _____

Q2. A leading firm in the 'Fast-moving Consumer Goods' sector, found out through researcher that there is a vast potential in the branded flour (atta) market that could be tapped. On the basis of this, the company decides to enter the market. Discuss the process of designing the positioning strategy for the product.

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Course: MBA Semester: 4TH Subject: PSDM (MM SPL) Total No. of pages submitted: _____

Q3. It was the early 1930s, when a physician-turned textile trader in rural Karnataka found his business getting interrupted for want of regular supplies of cloth from the weavers. When he enquired with the weavers about the reason for their irregularity, he was told that there was no working capital available to them. There were no banks in the area. The one located in the town was not interested in lending to small operators particularly in the rural area. Local moneylenders used to charge very high rates of interest; borrowing at those rates had ruined some weavers in the past. The weavers therefore have developed a habit of working intermittently as and when their own money from sales came in. The trader, therefore, had to find a way to ensure uninterrupted supply of goods in his shop, without which his own business was not viable. He thought of bringing the goods from Bombay, but found that the process would be very expensive and time-consuming, as the area did not have any direct road/rail links with Bombay. Besides, the transporters were not at all reliable.

Examine the courses of action available to the trader under the above circumstances. What are your recommendations?

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Course: MBA Semester: 4TH Subject: PSDM (MM SPL) Total No. of pages submitted: _____

Q4. Lata is a recent PGDBM from All India Management Association. She wanted a sales job in the durable goods industry. There was a considerable competition from candidates' with better experience. She wonders how to approach the cover letter and resume differentiating herself. What suggestions would you give her?

A General Manager (Sales) has been hiring 100 sales people a year for the past five years and has been keeping records of recruitment sources. A summary of this information is as follows general manager concentrate on only one or two recruitment sources? If one, which one?

Recruitment Source	No. of Recruits obtained	No. of Recruits Hired	No. of Sales People
Employment Agency	80	24	16
Advertising	200	16	08
Competitors	120	60	15

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Q5. A well-established steel and silver cutlery making company which was selling to upper, upper medium class segment of the society is to diversify and they want to use plastic segment and throw away cutlery segments. This is being done due to the present market scenario of mushrooming fast food centres all over the places, where the entire cutlery is thrown away after use. This also requires lesser manpower as the counting, keeping records and washing of the cutlery is eliminated. The CEO of the Co. wants to recruit about 10 salesmen who are skillful and knowledgeable in selling to these markets. He wants them to have good knowledge of plastic as well as steel goods. But the Regional Manager of the Co. wants to recruit a person who has the knowledge of plastic products selling industry knows about the distribution, marketing environment and the competitive nature of the Mkt.

What kind of training to be imparted to the salesman.

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