

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

अन्तर्राष्ट्रीय मार्केटिंग और ई- विजनेस में स्नातकोत्तर डिप्लोमा
**Post Graduate Diploma In International marketing
And E-Business (PGDIMB)**

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :

Course Title : International Marketing

विषय कोड: पीजीडीअइएमबी
Subject Code : PGDIMB
कोर्स कोड : पीजीडीअइएमबी -01
Course Code: PGDIMB -01

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words. Answer all questions. All questions are compulsory.

Section – A

खण्ड - अ

अधिकतम अंक : 18
Maximum Marks: 18

1. How does nationality of a MNE affect international marketing decisions?
2. Explain the impact of the industrial revolution on international marketing management?
3. What are the important dimensions of international marketing management?

Section- B

खण्ड—ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Differentiate between global marketing and domestic marketing?
5. Briefly define international product life cycle?
6. How you will plan the “Product Mix” for international market?
7. List various functions of international marketing department of business organization.
8. How political risk or political factor will closely associated with international marketing decisions?
9. How qualitative research is important for international marketing approach?

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विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :
Course Title : International Business

विषय कोड: पीजीडीअइएमबी
Subject Code : PGDIMB
कोर्स कोड : पीजीडीअइएमबी -02
Course Code: PGDIMB -02

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words. Answer all questions. All questions are compulsory.

Section – A

खण्ड - अ

अधिकतम अंक : 18
Maximum Marks: 18

1. What do you understand by the export assistance? Discuss the main documents used in export trade.
2. Discuss the international trade theories in detail. What are the factors influencing foreign investment decision? Explain.
3. Explain strategic planning and strategic considerations of multi-national enterprises in brief?

Section- B

खण्ड-ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. List various intermedieticries for international business?
5. Briefly discuss the foundations of international business?
6. Write a short note on transfer pricing?
7. What are the major pitfalls of planning?
8. Explain various ownership strategies for international business?
9. Why TQM is important in international trade?

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And E-Business (PGDIMB)**

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :
Course Title : E-Business

विषय कोड: पीजीडीअइएमबी
Subject Code : PGDIMB
कोर्स कोड : पीजीडीअइएमबी -03
Course Code: PGDIMB -03

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words. Answer all questions. All questions are compulsory.

Section – A

खण्ड - अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Explain architectural frame for E-Commerce? Also describe different business model of E-Commerce in detail?
2. Discuss types of E-Commerce at International Scenario?
3. What is EDI? Discuss its importance in E-Commerce? Also Explain EDI layer architecture.

Section- B

खण्ड-ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What is Electronic Payment System? Lists its merits.
5. How you will define Electronic Data Interchange?
6. Write brief note on Commerce & Internet?
7. Discuss Business Process Re-engineering?
8. What do you understand by cyber business crime?
9. Explain IP screening firewall in detail?

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**Post Graduate Diploma In International marketing
And E-Business (PGDIMB)**

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :
Course Title : Marketing Research

विषय कोड: पीजीडीअइएमबी
Subject Code : PGDIMB
कोर्स कोड : पीजीडीअइएमबी -04
Course Code: PGDIMB -04

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words. Answer all questions. All questions are compulsory.

Section – A

खण्ड - अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Why the scope of marketing research is increasing in current LPG scenario?
2. Describe the process of marketing research?
3. How MR is useful in sales promotion decisions?

Section- B

खण्ड-ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What are the elements of international marketing?
5. What is the concept of motivational research?
6. List various application areas of marketing research?
7. How you will define questionnaire in research?
8. Differentiate between primary & secondary data?
9. Discuss “Research Design”?

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विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :
Course Title : Sales Management

विषय कोड: पीजीडीअइएमबी
Subject Code : PGDIMB
कोर्स कोड : पीजीडीअइएमबी -05
Course Code: PGDIMB -05

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words. Answer all questions. All questions are compulsory.

Section - A

खण्ड - अ

अधिकतम अंक : 18
Maximum Marks: 18

1. What do you understand by the term Sales? How sales is different with marketing concept.
2. Discuss the role of marketing research in sales management?
3. Explain with suitable examples the uses of computerized sales management system?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Discuss various theories of sales?
5. Differentiate between advertising and personnel selling?
6. What is verbal communication? List its various advantages.
7. What do you understand by the term 'sales quota'?
8. Discuss various important steps of sales negotiations?
9. What are different strategies of sales presentation?