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ASSIGNMENT

Paper : CP-301, Business Policy & Strategic Analysis

Please attempt any 5 questions out of 10. Each question carry 20 marks.

- Q1.) Write a detail note about strategic planning process. What are the limitations of strategic planning?
- Q2.) What do you understand by vision & mission statement?
- Q3.) What are the role of objectives. Explain SMART formula.
- Q4.) What constitute of an external environment. Explain in detail.
- Q5.) What are the porter's five forces model. Also explain ETOP.
- Q6.) Explain organization competencies & capabilities.
- Q7.) What is SWOT analysis & PESTLE analysis.
- Q8.) What do you understand by benchmarking & life cycle analysis ?
- Q9.) Write a short note on BCG matrix & Experience Curve ?
- Q10.) Write a detail note on
- Corporate Governance
 - Corporate Social Responsibility

Last Date @ 5 Jan
2011

CP-301 (Management of Business Legislation)
MBA 3rd SEM (GJU)
ASSIGNMENT QUESTIONS

Answer any five questions from the following:-

- Q1. What do mean by Negotiable Instruments? Discuss the various types of negotiable Instruments .Explain them.
- Q2. In what circumstances the company go for winding up and How.
- Q3. Define Contract. Explain the essentials of Valid Contract.
- Q4. Explain the nature of the contract of sale of goods and bring out clearly the distinction between a sale and agreement to sell.
- Q5. Who is unpaid seller? What are the rights of an unpaid seller?
- Q6. What do you mean by "Memorandum of Association"? What are its clauses? Explain.
- Q7 Write about the Articles of Association? What matters are contained in the Articles of Association?
- Q8. Explain the provisions of the Companies Act, 1956. Explain the mode of appointment of the directors of the company & Also Explain the Qualifications and Dis-Qualification of the director.
- Q9. Who is a promoter? Describe the Functions, duties & liabilities of a promoter.
- Q10. Write a detail note on
- Consumer Protection Act, 1986.
 - Cyber law in India.

Last Date - 5 Jan 2011
With Late Fee - Rs - 500/- 25 Jan 2011

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Explain two step flow of communication. Can it be used in advertising ? Discuss with the help of examples.
2. What is the proposition of theory of cognitive dissonance ? What lesons are drawn from it in designing advertisements ? Elaborate.
3. "Planning for advertisement requires identification of target audience and deciding the objectives of communication." Discuss.

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4. What is the importance of media planning for advertising ? What factors are considered in choosing suitable media ? Elaborate.
5. How are experimental designs used to test advertisements ? Elaborate.
6. Justify the rationale for testing opinion and aptitude in deciding the effectiveness of advertisements.
7. "Selection of advertising agency is based on a number of criteria to ensure the best value of money invested." Elaborate.
8. Write notes on the following :
 - (a) Political advertising
 - (b) Public Service Advertising.

Note : Attempt any *Five* questions. All questions carry equal marks.

1. What is the nature, and scope of Sales Management ? Explain in detail various steps involved in the selling process.
2. How personal selling objectives are determined ? What is their role in the formulation of selling strategies ?

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3. How would you design a sales training programme for a company which plans to launch series of electronic home appliances ?
In what ways would you evaluate the effectiveness of Sales Training Programme ?
4. What is the importance of Sales Meetings and Sales Contests ? Explain various types of Sales Contests that may be used by a company dealing in consumer durable products.
5. Write notes on the following :
 - (a) Compensation plans for the sales force
 - (b) Selection process of sales personnel.
6. What are the objectives of determining Sales Quotas ? Explain various methods for the determinations of Sales Quotas.
7. Write a detailed note on development and management of Sales Evaluation Programme.
8. Write notes on the following :
 - (a) How and why Sales territories and designed ?
 - (b) Role of non-monetary incentives in motivation of Sales Force.

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Define Consumer Behaviour. Why a marketer should study consumer behaviour ?
2. What is Learning ? How the theories of learning help to a marketer in decision making ?
3. Discuss the implications of personality theories in formulating marketing strategies.
4. What is Attitude ? How are attitudes formed ?

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5. Write a detailed note on the process of diffusion of innovation.
6. Family members play different roles in collective purchase decision making. Discuss.
7. Differentiate between industrial buying motives and individual buying motives.
8. Write short notes on the following :
 - (a) Consumer Behaviour Audit
 - (b) Reference Group.

MM-310

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Why Rural Marketing has become a buzz word today ? Why has it become a hot destination for majority business firms ?
2. How rural marketing is different from urban marketing ? What factors are responsible for this difference ?
3. Segmentation is a key aspect of any marketing strategies. What could be the key basis for segmenting the rural consumers ?

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4. Do marketers need to adapt its marketing mix for rural market ? If yes, what could be guiding factors ?
5. Rural people are closely knit society, what different modes of promotion and communications would be effective to reach them.
6. Write down the key problems of agricultural marketing in India.
7. Storage and warehouse is a big problem with Indian Agriculture. What measures do you suggest ? Will allowing FDI in this sector help ?
8. Write a note on Agriculture Price Commission and its functioning.