

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Post Graduate Diploma in Marketing Management (PGDMM)**

**Course Name:** Management Process and Organisational Behaviour      **Annual: One Year**  
**Code: PGDMM-101**      **Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

1. As a manager of an organisation, what are the functions which you have to perform? Explain.
2. Behavioural school of management is still relevant? Discuss the concept in light of globalisation.
3. Define Control? Explain its process in various functional areas of management.

**ASSIGNMENT-II**

1. "Leadership and Management are different." Justify the statement with suitable arguments and theories.
2. Explain the decision making process. What are programmed and non-programmed decisions? Elaborate.
3. Discuss the concept of CSR. How it has become more relevant today?

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**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Post Graduate Diploma in Marketing Management (PGDMM)**

**Course Name: Marketing Management**  
**Code: PGDMM-102**

**Annual: One Year**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
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**ASSIGNMENT-I**

1. What do you mean by Marketing? Explain the different marketing concepts in detail.
2. Explain the functions of packaging. How packaging is different from labelling?
3. Write a short note on:
  - (a) Segmentation
  - (b) Positioning

**ASSIGNMENT-II**

1. Differentiate advertisement and sales promotion. Also explain the functions of advertisement.
2. Explain the different stages come under product life cycle. What are the limitations of product life cycle?
3. Write a detailed note on:
  - (a) Event Marketing
  - (b) Ethics in Marketing

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**Programme: PG Diploma in Marketing Management (PGDMM)**

**Course Name: Advertising Management**  
**Code: PGDMM 103**

**Annual: One Year**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

1. What is Advertising? What is the role of Advertising in Marketing Process?
2. What is Communication process? Explain the basic model of communication.
3. What is Advertising Agencies? What are the roles and types of Ad Agencies?

**ASSIGNMENT-II**

1. Write a detailed note on consumer Decision Making Process.
2. What are major challenges in planning a creative Advertisement?
3. What is Media Planning? What are your main duties as a Media Planner? Which of those duties occupy most of your time on a regular day?

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**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: PG Diploma in Marketing Management**

**Course Name: Consumer Behaviour**

**Code: PGDMM - 104**

**Annual: One Year**

**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
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**ASSIGNMENT-I**

1. What is consumer behaviour? Explain various factors influence buyer while purchasing.
2. What is personality regarding consumer behaviour? Explain theories of personalities.
3. Meaning of consumer research. Explain its process and research methods.

**ASSIGNMENT-II**

1. Write detail note on how culture of society influence consumer during purchasing.
2. Discuss process of diffusion and adoption.
3. Write short note on
  - (i) Reference group
  - (ii) Social class
  - (iii) Opinion leader

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: PG Diploma in Marketing Management**

**Course Name: International Marketing**  
**Code: PGDMM 105**

**Annual: One Year**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

1. What is international marketing? Explain how economic environment affect international marketing.
2. Explain fiscal and non-fiscal barriers in international marketing.
3. Discuss the role of World Bank, IMF and WTO in international marketing.

**ASSIGNMENT-II**

1. Explain in detail international product life cycle.
2. Write detailed note on procedure and documents registration for exporters.
3. Explain different types of pricing and distribution strategy followed in international marketing.

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**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: PG Diploma in Marketing Management**

Course Name: Marketing of Services  
Code: PGDMM 106

Annual: One Year  
Total Marks=30

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

1. Explain the characteristics of services compared to Good.
2. How can we manage the service productivity and differentiation?
3. What are the strategies for relationship development?

**ASSIGNMENT-II**

1. Explain the both customer expectation of services and customer perception of services.
2. What are the reasons of service failures? What are the strategies used for service recovery.
3. Write a short note on Banking and Insurance service industries.