

CENTRE FOR DISTANCE EDUCATION

Aligarh Muslim University, Aligarh

Session 2018-2019

Post Graduate Diploma in Sales and Retail

SALES & LOGISTICS MANAGEMENT

(SR-01)

ASSIGNMENT

Maximum Marks: 25

a) Attempt any two questions.

1. Elaborate various steps involved in sales process with suitable example
2. How important is AIDAS theory in personal selling.
3. Write in brief the important steps involved in selection process.
4. Write a short note on Database marketing?

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CONSUMER BEHAVIOUR AND MARKET RESEARCH

(SR-02)

ASSIGNMENT

Maximum Marks: 25

a) Attempt any two questions.

1. Define Consumer Behavior.
2. Write in brief note on the factors influencing the extent of decision making.
3. Write a short note on exploratory research.
4. What is Psychographics?

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INTRODUCTION TO RETAILING

(SR-03)

ASSIGNMENT

Maximum Marks: 25

a) Attempt any two questions.

1. What are the drivers of retail in India?
2. What are the classification of retailing.
3. What are the different opportunities of Retail as a career?
4. Explain different functions of retailing.

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PRODUCT MANAGEMENT & BRAND MANAGEMENT

(SR-04)

ASSIGNMENT

Maximum Marks: 25

a) Attempt any two questions.

1. What are the functions of production management?
2. Write a note on product line consistency.
3. What are the reasons for new product failure?
4. Explain the steps in market segmentation?

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RETAIL MANAGEMENT

(SR-05)

ASSIGNMENT

Maximum Marks: 25

a) Attempt any two questions.

- 1.** Write a note on classification of retailing.
- 2.** Write a note on the Dialectic Theory of Retail Evolution.
- 3.** What are the different types of research areas?
- 4.** Explain retail information system?
