**LIST OF ASSISGNMENTS FOR (ON-CAMPUS & INTERNSHIP STUDENTS)**

 (Last date for submission: 16-04-2019)

**PRINCIPLES OF MARKETING**

1. Define marketing and Discuss the concepts of marketing

Marketing environment and their impact on marketing effort of a firm

1. Market segmentation and targeting strategies

Define positioning and discuss positioning process

1. New Product development process- 8 steps

New Product life cycle strategies- 4 stages

1. General Pricing approaches – New product, Price adjustments and Product line pricing

Functions of distribution and discuss channel conflicts

1. Functions of distribution channels

Promotion mix decisions in detail (SAPP)

**(Total 5 assignments- previously submitted assignments are considered as part of total assignments)**

**LIST OF ASSISGNMENTS FOR (ON-CAMPUS & INTERNSHIP STUDENTS)**

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**FOUNDATIONS OF MANAGEMENT**

1. F.W Taylor’s theory of Scientific management

Henry Fayol’s theory of General management

1. Importance of Planning and Types of planning

Importance and Process of organizing

1. Explain the Maslow need hierarchy theory

Discuss the functions of management in detail (POSDC)

1. Discuss the functions of HRM (PDCIMS)

Discuss the methods of training (On-the-job and off-the-job methods)

1. New Product development process- 8 steps

New Product life cycle strategies- 4 stages

**(Total 5 assignments- previously submitted assignments are considered as part of total assignments)**