**SESSION**

**FEB/MAR 2021**

**PROGRAMME BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**SEMESTER I**

**COURSE CODE & NAME**

**DBB1104**

**MARKETING MANAGEMENT**

**Q1. What do you understand by term marketing? Briefly explain the meaning, origin, scope and importance of marketing. 10**

**Ans 1.**

**Marketing :**

The word ‘Market’ is derived from the Latin word ‘Marcatus’ meaning merchandise, wares, traffic, trade or place where business is conducted. The common usage of market means a place where goods are bought and sold. In its strict meaning, market need not necessarily mean a place of exchange. Historically, markets were physical meeting places where buyers and sellers gathered together to trade. Although physical markets are still vital, virtual marketplaces

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**Q2. You are about to start a restaurant business in your city, it would be your first venture as an entrepreneur. Briefly explain and perform the types of analysis you will undertake before initiating this venture. 10 10**

**Ans 2.**

SWOT is an abbreviation for Strengths, Weaknesses, Opportunities and Threats.SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and

**Q3. Define brand with example? Explain the various steps which are undertaken in the formation of brand name and logo. 3+7 10**

**Ans 3.**

**Brand :**

In earlier times, people bought products and, as the demand was greater than the supply, companies had a virtual monopoly of the market. It was not necessary to have a brand, as people purchased the product based on their needs. However, when supply became greater than demand, it became necessary for companies to acquire and retain customers. To create consumer loyalty,