INTERNAL ASSIGNMENT SET-II

**SESSION FEB/MAR 2021**

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

**SEMESTER I**

**COURSE CODE & NAME DBB1104 – MARKETING MANAGEMENT**

**CREDITS 4**

**NUMBER OF ASSIGNMENTS,**

**CREDITS & MARKS 02**

**4 Credits, 30 Marks each**

**Question 1 You are about to launch a new product in market. Explain the steps which you would follow, for determining the price of the product.**

**Answer** The pricing decisions are influenced by many factors. The price policies should be consistent with pricing objectives. The influencing factors for a price decision can be divided into two groups: **(A) Internal Factors and**

**(B) External Factors.**

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Fully solved assignment available for**session Feb/March 2021,**

your**last date is 31th July 2021**.

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**Question 2 How market segmentation benefits an organization? Explain**

**Answer** The consumer places demands on the market, with his needs and preferences. As individual nature is varied, the demands are also varied and may not be uniform. The marketing manager identifies the dissatisfaction of the customer and offers solutions to fulfil the needs of such a customer. Let us see some of the benefits

**Question 3 Explain the merits and demerits of online marketing?**

**Answer** Online marketing provides space for the company to include not just the product information, but also a whole lot of details that talk about the company’s existence and certain other details on the services that the

company has been