**Jan/Feb 2022**

**Assignment**

**DBB1104 – MARKETING MANAGEMENT**

**Set- First**

**1. Elaborate the steps undertaken in development of a brand.**

**Ans:** The brand is the symbol of the product’s personality. It is developed though diligent market research and is based on the customer’s needs and wants. The various steps which are undertaken in the formation of a brand name and logo are as follows –

1. **Selection of brand name**

**2. Define Product. Explain the diverse types of products offered by a company with examples.**

**Ans**: The product concept was the marketing philosophy followed till 1930s. This concept operates on the principle that consumers favour those products that offer high quality and good performance. Good quality and performance of the product encourage consumers to pay more than what they actually pay under normal conditions. The management must therefore concentrate on the production of quality products with superior performance attributes, and improving

**3. State the benefits of modern marketing concept. Enumerate how does the understanding of marketing concepts gives immense benefits to an organisation?**

## Ans: Benefits of modern marketing concepts

1. **Increased employment opportunities**

As a business grows, thanks to acquiring customers based on professional services satisfying their needs, they will need to hire more employees to accommodate expanding

**Set- Second**

**4. The consumers in a particular market can be segmented by employing several bases or variables. Explain these variables.**

**Ans:** The consumers in a particular market can be segmented by employing several bases or variables. The marketing manager tries these variables in different permutations and combinations and chooses that variable which is suitable for a particular market segment. Let us now study the major variables used for segmenting markets –

i. **Geographic Segmentation** – In this type, customers are segmented based on the geography in which they reside,

**5. Describe the crucial factors which have contributed to the growth of the services sector?**

**Ans: The major factors that led to the growth of service sectors in India are as follows;**

1. **High demand for services as final product:** India was a virgin market for service sector. So, when service sector started booming due to business outsourcing from the developed countries to India, there was very high demand for these services especially for banking, computer service, advertisement and communication

**6. Explain the steps followed in developing an integrated promotion mix.**

**Ans:** Steps in Developing an Integrated promotion mix: An integrated marketing communication plan takes a look at all of the available communication options that are likely to reach and connect with a target audience and determines which methods, in what combination, will be most likely to achieve the desired