**SESSION MAY 2022**

**PROGRAM MASTER OF COMMERCE**

**SEMESTER II**

**COURSE CODE &amp; NAME MARKETING MANAGEMENT (6203)**

**Set – 1**

**1. Explain the consumer buying decision process in detail.**

**Ans:** The buying decisions of each customer are unique, as they are based on the set of factors that influence that customer. So, the speed and rate of adoption of different consumers are different and they cannot be grouped together. On the basis of purchasing decisions, consumers may be grouped into the following types –

i) **Initiator** – Person who first Its Half solved only

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**2. Describe the impact of marketing environment in business decision with suitable examples.**

**Ans:** Marketing concepts are of immense value to the organisation. Its benefits are as follows:

i) It points out that long-term success is assured to an organisation only if the needs of the market are recognised, and the customers’ needs receive top consideration in all business activities.

ii) It clearly suggests

**3. Explain the stages of ‘Product Life Cycle’.**

**Ans** Every product move through a life cycle, having five phases and they are:

1) Introduction

2) Growth

3) Maturity

4) Saturation

5) Decline

**1) Introduction:** This is the

**Set – 2**

**1. Write short notes on the following:**

**A. Tools of sales promotion**

**Ans:** The two types of sales promotion tools consumer are as follows: A. Consumer-oriented Promotion Tools B. Trade-oriented Sales Promotion.

Consumer sales promotions are aimed at the end users of the product – typically individual shoppers in the local market. But the same techniques can be used to promote products sold by one business to another, as done in trade fairs,

**2. Define ‘Marketing Research’. Also, explain its scope.**

**Ans:** Research is a systematic and intensive study undertaken to:

• Address the fundamental questions or

• Find a solution to the existing problems.

It is an art of scientific investigation. It is also a systematic design collection analysis and reporting of the findings and solutions for the existing problems of a company.

According to the Concise Oxford Dictionary, research is "An endeavor to discover new or collate old facts etc. by the scientific

**3. Explain ethical issues in marketing.**

**Ans:** Ethical issues in marketing arise from the conflicts and lack of agreement on particular issues. Parties involved in marketing transactions have a set of expectations about how the business relationships will take shape and how various transactions need to be conducted. Each marketing concept has its own ethical issues, which we will discuss in this chapter.

## Emerging Ethical Problems in