**SEMESTER II**

**BACHELOR of COMMERCE (B COM)**

**SESSION May 2022**

**course CODE & NAME PROGRAM- 1202 Marketing Management**

**Set – 1ST**

**1. Write a note on classification of market based on:**

**A.Business volume**

**B.User**

**Ans:** Business Volume or “BV” means the BV point value assigned to each product of Company. BV for each product detailed in List of Product Trading via Multi-level Sales Method of Company, can be amended and supplemented from time to time after notification to competent state agencie

**2. Explain ‘Exchange’ and ‘Modern’ concept of marketing.**

**Ans:** Exchange is an act of obtaining a desired product or service from someone by offering something in return. ‘Marketing’ occurs when people decide to satisfy their needs and wants through exchange. Marketing, thus, involves exchange of a product between a seller and a buyer based on monetary considerations. The exchange concept of marketing holds that exchange is the central idea of marketing Its Half solved only

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**3. Describe PEST analysis with suitable example.**

**Ans:** PEST analysis stands for "Political, Economic, Social, and Technological analysis". It describes a framework of macro-environmental factors used in the environmental scanning component of strategic management. It is a part of the external analysis when conducting a strategic analysis or doing market research, and gives an overview of the different macro environmental factors that the company has to take into consideration. It is a useful strategic tool for understanding

**Set – 2ND**

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

1. **Brand Equity**
2. **Promotion**

**A) Brand Equity**

**Ans:** The brand must be positioned in a manner that it occupies a particular space in the consumer’s mind forever. This concept is called as “Renting mind space”. The positioning of the brand helps to answer questions such as “What is the brand?” and “What is in it for the consumer?” By providing the

**2. (A) Distinguish between goods & services with suitable examples.**

**Ans:**

| **BASIS FOR COMPARISON** | **GOODS** | **SERVICES** |
| --- | --- | --- |

**(B) What is the basic classification of goods?**

**Ans: 1) Consumer goods Market:** They are also called as B2C (Business-to- Consumers) markets and here, products are purchased for consumption by end users or ultimate consumers. Alternatively called final goods, consumer goods are the end result of production and manufacturing and are what a consumer will see on the store shelf. We can further classify consumer

**3. “Green marketing is gaining importance.” Do you agree? Give reasons.**

**Ans:** Here, term ‘green’ is indicative of purity. Green means pure in quality and fair or just in dealing. For example, green advertising means advertising without adverse impact on society. Green message means matured and neutral facts, free from exaggeration or ambiguity. Green marketing is highly