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| **SESSION** | **JUL/AUG 2022** |
| **PROGRAM** | **BACHELOR of business administration (BBA)** |
| **SEMESTER** | **I** |
| **course CODE & NAME** | **DBB1104 – MARKETING MANAGEMENT** |

**Assignment Set – 1**

**1. Macro environment include variables which directly or indirectly exert an influence on the business. Do you agree or not? Justify your answer in detail.**

**Ans:** Macro-environment of the organization Macro environment consists of those forces which are external to the firm. They are beyond the control of the firm. Macro environment not only offers opportunities but also poses threats to the firm. Successful firms take advantage of opportunities and convert threats into opportunities. Macro environment

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**2. Define Product Mix. As every human being has different phases in life, alike product follows. Elaborate the statement with suitable examples applicable in each stage of PLC.**

**Ans:** A product mix (also called product assortment) is the set of all product lines and items that a particular seller offers for sale to buyers." An organisation with several product lines has a product mix. Product mix need not consist of related products. In other words, product

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

**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 customer’s needs receive top consideration in all business activities.

**Assignment Set – 2**

**1. The factors which determine consumer behaviour can be grouped into major broad categories. Elaborate categories in detail.**

**Ans: Determinants of consumer behaviour**

The consumer behaviour is a complex field of study as it involves several variable components. Human behaviour is dependent on internal characters of the individual as well as the pressures of the external environment. Similarly, consumer behaviour is also dependent

**2. Discuss the significance of relationship marketing. Elaborate the methods which organization can adopt to enhance relationship with customers?**

**Ans: Various methods by which an organisation can enhance relationship with customers:**

a) The organisation can create goodwill with existing customers.

b) The organisation needs to ensure high profile visibility in the eyes of the customer.

c) Customers can be offered free gifts or discounts, along with the purchase of product. d) Road shows, trade shows or participation in expos enhance brand visibility, along with regular marketing channels of advertisement.

**3. Discuss in detail sequence of steps follow in developing an integrated promotion mix take any example of company at your choice.**

**Ans: Developing an integrated promotion mix:-**

Marketing efforts incorporate the "marketing mix". Promotion is one element of marketing mix. Integrated promotional activities include advertising (by using different media), sales promotion (sales and trades promotion), and personal selling activities. It also includes Internet marketing, sponsorship marketing, direct marketing, database marketing and public