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| **SESSION** | **JULY/AUG - 2022** |
| **PROGRAM** | **Master of Business Administration (MBA)** |
| **SEMESTER** | **II** |
| **course CODE & NAME** | **DMBA203– Marketing MANAGEMENT** |

**Assignment Set – 1st**

**Questions**

**1. Describe an exchange process with the help of an example.**

**Ans:** Marketing occurs when people decide to satisfy their needs and wants through the exchange of goods and services. It is the core concept of marketing. It is the act of obtaining a desired object from someone by offering something in return. For example, exchange takes place when you buy a music CD from a store and give money to the store owner or when you

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**2. What is Marketing Information System? Write down the characteristics of MIS.**

**Ans:** Modern marketing organisations, with their focus on the Internet, demonstrate different characteristics as compared to “old economy”. They create and manage the customer interface where interactions are more virtual than face-to-face. They allow IT technology to integrate and coordinate with consumers and business partners to quickly accomplish

**3. Explain the methods of marketing control.**

**Ans:** Marketing objectives are often stated in terms of sales, costs, profits, product or brand awareness, etc. Performance evaluation always relates to measuring the accomplishment of objectives.

**Figure 2.13** depicts the three general approaches to focus on sales, costs, and marketing

**Assignment Set – 2nd**

**Questions**

**4. What is positioning? What are the various steps in the positioning process?**

**Ans:** A ‘market’ can be defined as a group of customers who exhibit similar needs and have the ability to satisfy those needs. Market can also be defined in terms of the benefits sought by the customer, not in terms of particular products or technical specifications. In this unit, we will discuss ways in which the

**5. Explain the stages in the new product development process.**

**Ans: Market structure analysis:** The next step in the process of new product development process is to implement a market structure. This process delineates the consumer’s perception of market by building a map outlining the critical consumer dimensions, positioning existing

**6. What is direct marketing? Briefly discuss the various types that can be used for direct marketing.**

**Ans:** Direct Marketing Direct Marketing means getting the message directly to the customer without using any intermediaries. Direct marketing is an interactive system of marketing, which uses one or more advertising media to affect a measurable response and transaction at