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| **SESSION** | **April 2023** |
| **PROGRAM** | **BACHELOR of COMMERCE (B COM)** |
| **SEMESTER** | **II** |
| **course CODE & NAME** | **DCM1202 Marketing Management** |
| **CREDITS** | **4** |

**Set – 1st**

**1. Explain the functions of Marketing.**

**Ans:** It may be noted that a marketing function or operation may be performed either once or several times till the goods reach the final consumers either by the producer himself or by the middlemen. The various marketing functions can be classified into three categories.

**They are:**

• Functions of Exchange

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**2. What are the internal factors affecting a market? Explain in brief**

**Ans:**Internal factors refer to elements within a company or organization that can influence the functioning and performance of a market. These factors can significantly impact the market dynamics, competitiveness, and success of a business.

**Here are some key internal factors that affect a market:**

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

**Ans:**SWOT analysis is a strategic planning tool used to evaluate the strengths, weaknesses, opportunities, and threats of a business or a specific project. It helps organizations identify internal factors that they can leverage and external factors they need to address to achieve their objectives.

**Set – 2nd**

**1. What is pricing? Explain its importance**

**Ans:** The Price of a product is not fixed and is dependent on several factors. Pricing decisions need to be taken by considering the profit margins for the company as well as the pricing fixed by competition. Price mix needs to take into account the base price, discounts or allowances as well as the cost of freight, financing, credit, etc.

**2. What are the steps involved in buying a product? Explain**

**Ans:** The process of buying a product typically involves several steps that customers go through before making a purchase decision.

**While the specifics may vary depending on the product and individual preferences, here are the general steps involved in buying a product:-**

**3. What is green marketing? Why is it important**

**Ans: Green marketing,** also known as sustainable marketing or environmental marketing, refers to the practice of promoting products or services that have environmentally friendly attributes or are produced using sustainable practices. It involves highlighting a company's commitment to sustainability, environmental responsibility, and social consciousness to appeal to environmentally conscious consumers.