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| **SESSION** | **MARCH 2023** |
| **PROGRAM** | **MBA** |
| **SEMESTER** | **II** |
| **course CODE & NAME** | **DMBA203 Marketing management** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Set – 1**

**1. Define Marketing? Explain any two concepts of the marketing**

**Ans 1.**

**Marketing:** Marketing is the management process which facilitates the movement of goods and services from concept (advertising, product development, etc.) to the customer. The philosophy of marketing is based on a notion about the business in terms of customer needs and their satisfaction. In simple terms, marketing can be described as ‘the art of anticipating and serving customer needs’. Marketing differs from selling because (in the words of Harvard Business School's emeritus professor of marketing Theodore C. Levitt) "Selling concerns itself with the tricks and

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**2. Discuss and elaborate the drawbacks of marketing information system**

**Ans 2.**

A marketing information system (MIS) is a framework used by organizations to collect, organize, analyze, and distribute relevant marketing information to support decision-making processes. While MIS offers several benefits, it also has certain drawbacks that organizations should be aware of. Here are some of the drawbacks of a marketing information system:

**Cost:**

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

**Ans 3.**

Products follow certain kinds of lifecycle patterns. Let us discuss the different stages in the lifecycle of products.

Figure depicts a product lifecycle consisting of four stages of introduction, growth, maturity, and decline.

**Set – 2**

**1. What is consumer behavior? Discuss the factors affecting consumer behavior**

**Ans 1.**

**Consumer behaviour**

The mental and emotional processes and the observable behaviour of consumers during searching, purchasing, and post -consumption of a product or service.

Consumer behavior

**2. What is CRM? Explain the ways of CRM**

**Ans 2.**

CRM refers to the holistic approach that an organisation can take to manage their relationships with customers, including policies related to contact with customers, collecting, storing, and analysing customer information and the technologies needed to perform these tasks. You should think of CRM as a strategic process that will help you understand your customer's needs and how

**3. Explain the techniques of sales promotion**

**Ans 3.**

**Techniques of sales promotion**

We will discuss this under three heads – sales promotions directed at consumer, sales promotions directed at trade partners, and sales promotions directed at sales force.

**Sales promotions**