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| **SESSION** | **AUG/SEPT 2023** |
| **PROGRAM** | **BACHELOR of business administration (BBA)** |
| **SEMESTER** | **I** |
| **course CODE & NAME** | **DBB1104 – MARKETING MANAGEMENT** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Assignment Set – 1**

**1. List the strategies employed by marketers for decisions related to product mix. Briefly explain the factors influencing the product mix decision of a firm.**

**Ans 1.**

In the context of marketing management, the product mix refers to the assortment of products or services offered by a firm. Marketers employ various strategies to make decisions related to the product mix, and these strategies are influenced by several factors. Here are some of the strategies and factors:

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**2. The societal marketing concept is considered as an extension to marketing concept. How will you justify the context of statement? Discuss in detail with suitable exampl**

**Ans 2.**

The societal marketing concept is indeed an extension of the traditional marketing concept. While the traditional marketing concept primarily focuses on satisfying the needs and wants of consumers to generate profits for the company, the societal marketing concept takes it a step further. It considers not only the company's profits but also the well-being of society and the environment. Here's a

**3. There are list of internal and external factors affecting pricing decisions. Interpret the statement and elaborate in detail with suitable examples.**

**Ans 3.**

The statement "There are a list of internal and external factors affecting pricing decisions" refers to the various factors that an organization must consider when determining the price of its products or services. Pricing decisions are critical in marketing strategy as they directly impact a company's revenue, profit margins, and overall competitiveness. These factors can be categorized into internal factors,

**Assignment Set – 2**

**4. Define consumer behaviour. Describe in detail factors which determine consumer behaviour.**

**Ans 4.**

**Consumer Behavior Definition**

Consumer behavior refers to the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. It involves understanding the decision-making processes they undergo and the external and internal factors that

**5. Define market segmentation. Describe the need for market segmentation.**

**Ans 5.**

**Definition of Market Segmentation:**

Market segmentation refers to the practice of dividing a market into distinct subsets of consumers with common needs or characteristics and selecting one or more segments to target with a distinct marketing mix. These segments can be distinguished and grouped on various bases such as demographic, geographic, psychographic, and behavioral factors. The aim is to provide a more focused and tailored marketing approach that precisely caters to the distinct needs and wants

**6. Integrated marketing communication requires rigorous planning and detailing of steps to develop strategy. Considering this statement, discuss the steps followed in developing an integrated promotion mix.**

**Ans 6.**

Developing an integrated promotion mix involves careful planning and coordination of various marketing communication tools to ensure that a consistent and effective message is delivered to the target audience. Here are the steps typically followed in developing an integrated promotion mix:

**Understand the Target Audience:** The first step is to thoroughly understand the characteristics, needs, preferences, and behaviors of the target audience. This information will help in crafting messages that resonate