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| **SESSION** | **SEPTEMBER 2023** |
| **PROGRAM** | **BACHELOR OF COMMERCE (B COM)** |
| **SEMESTER** | **II** |
| **COURSE CODE & NAME** | **DCM1202 - MARKETING MANAGEMENT** |
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**Set – 1**

**1. Explain the Scope of Marketing.**

**Ans 1.**

The scope of marketing is vast and continually evolving, encompassing a wide range of activities and strategies aimed at promoting products, services, or ideas to satisfy customer needs and achieve organizational goals. Marketing is not limited to just selling products; it involves understanding consumer behavior, market research, product development, pricing, distribution, promotion, and more. In this 500-word essay, we will delve into the multifaceted scope of marketing, highlighting its key components and significance in today's business landsca.

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**2. What are the external factors affecting a market? Explain in brief 4+6**

**Ans 2.**

External factors affecting a market are numerous and can significantly impact a business's marketing strategies and overall performance. These factors are typically beyond the control of the organization but must be taken into account when developing marketing plans. In this brief explanation, we will discuss some of the key external factors affecting a market.

**Economic Factors:** Economic conditions play a crucial role in shaping the market environment. Factors such as inflation rates, interest rates, unemployment rates, and overall economic stability have a

**3. Describe PEST analysis with suitable example. 8+2**

**Ans 3.**

PEST analysis is a strategic tool used by organizations to assess and evaluate the external macro-environmental factors that can affect their business. It stands for Political, Economic, Social, and Technological factors. This analysis helps businesses to identify and understand the key drivers and challenges in their operating environment, enabling them to make informed decisions and develop

**Set – 2**

**1. What is pricing? Explain its method 2+8**

**Ans 1.**

Pricing is a fundamental concept in marketing management that involves determining the monetary value or cost assigned to a product or service offered by a company. It is a crucial element in the marketing mix, along with product, place, and promotion, and plays a significant role in shaping a company's profitability, market positioning, and overall success. Pricing decisions require careful consideration of various factors, and businesses employ various methods to

Top of Form

**2. What are the steps involved in buying a product? Explain 3+7**

**Ans 2.**

The process of buying a product involves a series of steps that consumers go through before making a purchase decision. These steps are essential for both the consumer and the seller as they help in understanding consumer behavior and creating effective marketing strategies. In this essay, I will elaborate on the seven steps involved in buying a product and their significance in

**3. What is E commerce of E Marketing. What are its advantages 3+7**

**Ans 3.**

E-commerce and e-marketing are two closely related terms that are integral to the modern business landscape. E-commerce refers to the buying and selling of goods and services over the internet, while e-marketing, also known as digital marketing, encompasses all the activities and strategies used by businesses to promote their products or services online. In this essay, we