**SESSION JAN/FEB 2023**

**PROGRAM BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**SEMESTER I**

**COURSE CODE & NAME DBB1104 – MARKETING MANAGEMENT**

**CREDITS 4**

**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:**

**The following factors, usually, influence the product mix decision of a firm:**

**i) Changes in market demand:**

Changes in market demand are one of the factors influencing the product mix. When there is a change in market demand for a product, there will be a change in the product mix. If the demand for any new product has been constantly increasing, and if the firm is capable of

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**2. Macro environment include forces which significantly influence operations of any business. Do you agree or not? Justify your answer with suitable examples.**

**Ans:**

This environment influences the organisation directly. It includes suppliers that deal directly or indirectly, consumers and customers, and other local stakeholders. Micro tends to suggest small, but this can be misleading. In this context, micro describes the relationship between firms and the driving forces that control this relationship. It is a more local relationship, and the firm may exercise a degree

**3. What is Brand equity? Elaborate the three components of Martin Roll’s definition of brand equity?**

**Ans:** The brand equity is one of the important components of the brand. There are several definitions of brand equity. As the brand is a mixture of physical and abstract concepts, brand equity can also be defined in the physical and abstract planes. Brand equity can be defined as the intrinsic value of the brand, expressed in the value of money that the customer is willing to pay for choosing the brand over its competition. It can also be defined as the set of

**Assignment Set – 2**

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

**Ans: Consumer behaviour** is the field of study which analyses the behaviour of consumers on the basis of the individual consumer’s characteristics and on the buying process, taken as a whole. This is a relatively new field of study and is critical in providing the rationale of the consumer’s buying decisions. By studying the buying behaviour of consumers as individuals and as groups, it is easier to arrive at the general trends

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

**Ans:** A market is an aggregation of individuals, who have the need for a product or service and are willing and able to purchase such product or service from the seller. Sometimes, markets can be made up of organisations, rather than individuals. For the marketing strategy to be effective, it is important for the organisation to focus on identifying the target markets.

**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: The following are the key steps involved in developing an IMC strategy:**

**Define the target audience:**

The first step in developing an IMC strategy is to define the target audience. Marketers need to understand the characteristics, needs, and preferences of their target audience to develop effective messaging that resonates with them. This includes analyzing demographic,