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| **SESSION** | **AUG/SEPT 2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION** |
| **SEMESTER** | **II** |
| **COURSE CODE & NAME** | **DMBA 203 MARKETING MANAGEMENT** |
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**Set – 1**

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

**Ans 1.**

Marketing is a multifaceted and dynamic field that plays a crucial role in the business landscape. At its core, marketing involves identifying and meeting human and social needs. One of the shortest good definitions of marketing is “meeting needs profitably.”

**Understanding Marketing**

The American Marketing Association defines marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” This definition underscores the

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**2. What is Marketing Information System? What are its advantages 2+8**

**Ans 2.**

A Marketing Information System (MIS) refers to a structured arrangement for gathering, assessing, and managing information that marketing professionals can use to make informed decisions. This system typically encompasses various data sources, including market research, competitive intelligence, and customer feedback, among others.

**Advantages of Marketing Information System**

1. **Informed Decision Making**: The core advantage of an MIS is its ability to provide

**3. Explain the stages of ‘Product Life Cycle’. 10**

**Ans 3.**

The Product Life Cycle (PLC) is a concept in marketing that provides insights into the stages that a product typically goes through from its inception to its decline. Understanding these stages helps businesses in strategizing, forecasting, and managing their product portfolios effectively.

**Introduction Stage**

The Introduction Stage marks the launch of the product into the market. During this phase,

**Set – 2**

**4. What is consumer behavior? What are the factors determining consumer behaviour? 2+8**

**Ans 4.**

**Consumer Behavior**

Consumer behavior is a field of study that delves into the processes involved when individuals or groups select, purchase, use, or dispose of products, services, experiences, or ideas to satisfy their needs and desires. Understanding consumer behavior is crucial for businesses as it helps them to create better products, improve marketing strategies, and enhance customer experiences.

Consumer behavior involves the psychological processes that consumers go through in

**5. What is CRM? Explain its advantages. 2+8**

**Ans 5.**

CRM, or Customer Relationship Management, is a comprehensive approach to managing a company's interactions with current and potential customers. It utilizes data analysis about customers' history with a company to improve business relationships, specifically focusing on customer retention and ultimately driving sales growth. CRM systems compile data from a range of different communication channels, including a company's website, telephone, email,

**6. Explain the Fundamentals of sales promotion. 10**

**Ans 6.**

Sales promotion is a crucial aspect of the marketing mix, designed to enhance the appeal of a product or service and stimulate immediate sales. This strategy employs various techniques aimed at attracting customers and increasing product awareness. Sales promotion is typically a short-term approach, distinct from long-term branding or advertising strategies.

**Understanding Sales Promotion**

Sales promotion involves a range of activities that stimulate consumer purchasing and dealer