**SESSION FEB’ 2024 PROGRAM BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**SEMESTER I**

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

**CREDITS 4**

**Assignment Set – 1st**

**Questions**

**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:**Marketers employee various strategies when making decisions related to the product mix, which refers to the range of products or services offered by a company.

**Some of the key strategies include:**

**Product Line Extension:** This strategy involves adding new products to an existing product line to meet different customer needs or preferences. For example, a company that sells skincare products might introduce new variations or formulations of its existing products.

**Product Line Pruning:** This strategy involves discontinuing underperforming or obsolete

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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 examples.**

**Ans:**The societal marketing concept is indeed considered an extension of the traditional marketing concept. While the traditional marketing concept focuses primarily on meeting customer needs and maximizing profits for the company, the societal marketing concept expands this perspective by also considering the broader societal implications of marketing activities. It emphasizes the importance of balancing the company's objectives with the well-

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

**Ans:Internal Factors:**

**Costs:** One of the most significant internal factors affecting pricing decisions is the cost of producing or acquiring the product or service. Companies need to ensure that theprice they set covers their costs while also providing a reasonable profit margin. For example, if a company manufactures smartphones, it needs to consider factors such as raw material costs, labour costs, manufacturing overheads, and distribution costs when setting prices.

**Marketing Objectives:** The marketing objectives of a company can also influence pricing

**Assignment Set –2nd**

**Questions**

**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 of buying. These trends can be utilized for new product development as well as the re -launch of existing products so as to

**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. Market segmentation is one of the components of the marketing strategy of the company, which is complementary to the 4 Ps of the marketing mix, i.e., Product, Price, Place and

**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:**

Developing an integrated promotion mix involves a systematic process of planning and coordination to ensure that all promotional efforts work together cohesively to achieve marketing objectives.

**Here are the steps typically followed in developing an integrated promotion mix:**

**Set Clear Objectives:**

Begin by defining clear and specific marketing objectives that the integrated promotion mix aims to achieve. These objectives should be aligned with the overall marketing goals of the