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| **SESSION** | **FEBRUARY - MARCH 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **II** |
| **COURSE CODE & NAME** | **DMBA203 - MARKETING MANAGEMENT** |
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**Set – 1**

**1. What is Marketing? Explain its Scope 2+8**

**Ans 1.**

**Marketing**

Marketing is a multifaceted concept that revolves around the process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It involves understanding customer needs and wants, developing products or services that meet these needs, and promoting these offerings to target markets. Marketing is not just about selling products or services; it is about creating value

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

**Ans 2.**

**Marketing Information System (MIS)**

Marketing Information System (MIS) is a structured approach to collecting, storing, analyzing, and disseminating information relevant to marketing decision-making. It comprises people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision-makers.

**Disadvantages of Marketing Information System**

Despite its numerous advantages, MIS also comes with certain disadvantages:

**3. Explain the Internal factors affecting the business 10**

**Ans 3.**

Internal factors affecting a business are those that originate from within the organization and are generally under its control. These factors can significantly impact the business's operations, performance, and overall success. Understanding these internal factors is crucial for effective strategic planning and management.

**Here, we will discuss some of the key internal factors that can influence a business:**

**Management:** Effective management is essential for the success of any business. It involves

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**Set – 2**

**1. Explain Poter’s five model 10**

**Ans 1.**

**Porter's Five Forces Model**

Porter's Five Forces Model, developed by Michael Porter, is a strategic framework used to analyze the competitive environment of an industry. It helps in understanding the attractiveness and profitability of an industry by examining five key forces that shape competition within it. These forces include the threat of new entrants, the bargaining power

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**2. What is pricing? Explain the forms of pricing. 2+8**

**Ans 2.**

**Pricing**

Pricing is a critical element of the marketing mix that involves determining the value of a product or service and setting a price that customers are willing to pay while ensuring profitability for the company. It is a strategic decision influenced by various internal and external factors, including production costs, competition, market demand, and customer

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**3. What are the factors to be considered for selecting distribution channel. Explain any 4 of it**

**Ans 3.**

Selecting the right distribution channel is crucial for any business as it directly impacts the reach and accessibility of its products or services to customers. Several factors need to be considered when choosing a distribution channel, including:

**Product Characteristics:** The nature of the product, including its perishability, fragility, and