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| **SESSION** | **MARCH 2024** |
| **PROGRAM** | **B.com** |
| **SEMESTER** | **II** |
| **course CODE & NAME** | **DCM1202 – MARKETING MANAGEMENT** |
| **CREDITS** | **4** |

**Set – 1st**

**Questions**

**1. Define marketing. Discuss the importance of marketing.**

**Ans:**

The word ‘Market’ is derived from the Latin word ‘Marcatus’ meaning merchandise, wares, traffic, trade or place where business is conducted.The common usage of the market means a place where goods are bought and sold. In its strict meaning, the market need not necessarily mean a place of exchange. Historically, markets were physical meeting places where buyers and sellers gathered together to trade. Although physical markets are still vital, virtual marketplaces supported by IT networks such as the internet have become the largest and most liquid.

Marketing is a very important aspect in business since it contributes greatly to the success of the organization. Production and distribution depend largely on marketing. Marketing is the

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**2. Write short notes on:**

**a. Production concept of marketing**

**Ans:PRODUCTION CONCEPT:-**

The production concept of marketing is one of the oldest marketing concepts or marketing philosophies in guiding the marketing activities of an organization. The production concept is that marketing philosophy which operates with the guiding force thatthe consumers will prefer those products which are available at the right time, at right places, in adequate quantities, and at affordable prices.Hence, the management should pursue policies to improve

**b. Selling concept of marketing**

**Ans:Selling concept of marketing**:-

The selling concept is a common approach for any marketing activity. This concept assumes that any product does not sell itself and therefore has to be sold. For selling the product, the consumers are educated and effectively convinced that only this product satisfy their needs. That means, to stimulate buying, effective selling and promotion tools are a pre-condition,

**3. Discuss in brief the 4 Ps of marketing with suitable example.**

**Ans:**These ingredients were later refined by E. Jerome McCarthy, who categorised them into the universally recognized 4 Ps of marketing – Product, Price, Place and Promotion.

Product

Product refers to the physical entity offered by the company to its customers, which is a combination of tangible and intangible qualities. Product normally refers to the goods or services offered by a company which satisfies the needs or wants of a customer. In broad terms, product can include physical objects, services, ideas or a set of any of these items.

The product should have important attributes such as a set of distinguishing features,

**Set – 2nd**

**Questions**

**4. Define branding. Discuss the merits and demerits of branding.**

**Ans:**Branding is the practice of giving a specified name to a product or group of products of one seller. It is the process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. In other words, naming a product, like naming a baby, is known as

**5. Define advertising (with suitable example). Also discuss the types of advertising.**

**Ans:**

Advertising is the dissemination of information about a product, or service oridea sponsored by a person at his expense to create a demand for his product or service. Advertising consists of all the activities in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea.

**American Marketing Association** defines advertising as “any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor”. So, from the above definition we learned that –

• Advertisement is a message to large groups.

**6. Write a detailed note on – determinants of consumer behaviour.**

**Ans:** Consumer behaviour refers to the decision-making processes and actions of consumers when they purchase goods and services. Understanding the determinants of consumer behaviour is essential for businesses to tailor their marketing strategies and meet consumer needs effectively.

**The main determinants of consumer behaviour can be categorized into four broad areas: psychological, personal, social, and cultural factors.**

**1. Psychological Factors Psychological factors significantly influence consumer behaviour.**