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| **SESSION** | **JULY-AUGUST 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION** |
| **SEMESTER** | **II** |
| **COURSE CODE & NAME** | **DMBA203 MARKETING MANAGEMENT**  |
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**Set – 1**

**1. What is Marketing research? List its features (No Explanation). 2+8**

**Ans 1.**

**Marketing Research and Its Features**

Marketing research is a systematic process of collecting, analyzing, and interpreting data related to the marketing of goods and services. It serves as a critical tool for decision-making by identifying market trends, consumer behavior, and other factors affecting the marketing environment. Marketing research helps businesses understand their target audience, evaluate the effectiveness of their strategies, and anticipate future market demands.

**Key Features of Marketing Research**

1. **Systematic Approach** Marketing research follows a structured methodology. Each step, from identifying the problem to collecting data and analyzing it, is carried out in

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**2. Define CRM. List its importance (No explanation). 2+8**

**Ans 2.**

**Definition of CRM**

Customer Relationship Management (CRM) refers to a strategic approach that integrates technology, processes, and people to build and maintain long-term relationships with customers. It involves collecting, analyzing, and utilizing customer data to enhance customer satisfaction, loyalty, and overall business performance.

**Importance of CRM**

CRM holds significant importance in modern marketing and business strategies due to its

**3. What is rural Marketing? List the scope (No Explanation). 2+8**

**Ans 3.**

**Definition of Rural Marketing**

Rural marketing refers to the planning and implementation of marketing strategies to address the needs of rural consumers. It involves the distribution, promotion, and sales of goods and services in rural areas, where the environment, infrastructure, and consumer behavior differ significantly from urban markets. Rural marketing not only includes marketing to rural consumers but also encompasses sourcing products and services from rural regions.

**Scope of Rural Marketing**

The scope of rural marketing is broad and encompasses various domains, driven by the

**Set – 2**

**4 What are the drawbacks of branding?**

**Ans 4.**

### Drawbacks of Branding

Branding is a critical aspect of marketing, helping businesses establish identity, recognition, and trust among consumers. However, it also has certain drawbacks that can pose challenges for companies. Below are the key disadvantages of branding explained in detail:

**1. High Costs of Branding**

Building and maintaining a brand requires significant financial investment. Expenses related

**5 List the steps in positioning the product (No Explanation). 10**

**Ans 5.**

**Steps in Positioning the Product**

Positioning a product is a critical marketing strategy that helps establish its unique place in the minds of the target audience. The process involves a series of well-defined steps to ensure the product stands out in a competitive market. Here are the key steps:

1. **Identify the Target Market** The first step is to determine the specific audience the product aims to serve. Understanding customer demographics, preferences, needs, and

**6 List the internal and external factors affecting pricing.**

**Ans 6.**

**Internal and External Factors Affecting Pricing**

Pricing is a critical component of the marketing mix, as it directly influences a product's market position and profitability. The determination of price is influenced by various factors that can be broadly categorized into **internal factors** and **external factors**. Understanding these factors helps businesses develop effective pricing strategies tailored to their objectives and market