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| **SESSION** | **JULY-AUG 2024** |
| **PROGRAM** | **B.COM** |
| **SEMESTER** | **II** |
| **COURSE CODE & NAME** | **DCM1202 MARKETING MANAGEMENT** |
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**Set – 1**

**1. Define marketing. Discuss the importance of marketing. 2+8**

**Ans 1.**

**Marketing**

Marketing can be defined as the process of identifying, anticipating, and satisfying customer needs and wants through the creation, promotion, distribution, and exchange of goods and services. It is a dynamic and customer-focused activity that not only helps businesses to grow but also adds value to customers by offering solutions to their problems. Marketing involves understanding the target market, designing strategies to reach them effectively, and building lasting relationships that drive customer satisfaction and loyalty.

**Importance of Marketing**

**Creates Awareness About Products and Services** Marketing is crucial for informing

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**2. Write short notes on:**

**a. Production concept of marketing**

**b. Selling concept of marketing**

**Ans 2.**

**a. Production Concept of Marketing**

The production concept is one of the oldest approaches in marketing and is based on the belief that consumers will favor products that are readily available and affordable. This concept emphasizes large-scale production and efficient distribution as the key drivers of business success. Companies that adopt this philosophy focus on producing high volumes of standardized goods at the lowest possible cost to make them widely accessible to customers. The rationale behind this approach is that as long as the product is affordable and easily

**3. Discuss in brief the 4 Ps of marketing with suitable example. 2.5+2.5+2.5+2.5**

**Ans 3.**

The 4 Ps of marketing, also known as the marketing mix, represent a fundamental framework used by businesses to strategically market their products or services. These include Product, Price, Place, and Promotion. Each element is crucial for creating a well-rounded marketing strategy that meets customer needs and achieves business objectives.

**Product**
The first P, "Product," refers to the goods or services that a company offers to meet the needs

**Set – 2**

**1. Define branding. Discuss the merits and demerits of branding. 2+8**

**Ans 1.**

**Definition of Branding**

Branding is the process of creating a unique identity for a product, service, or company that distinguishes it from competitors in the market. It involves using elements like a brand name, logo, tagline, design, and tone to convey the brand’s essence, values, and promise to its customers. A strong brand not only reflects the company’s identity but also influences customer perceptions and fosters loyalty. For example, Nike’s “swoosh” logo and “Just Do It” tagline

**2. Define advertising (with suitable example). Also discuss the types of advertising. 3+7**

**Ans 2.**

**Advertising**

Advertising is a form of communication used by businesses and organizations to promote their products, services, or ideas to a target audience. It is a paid, non-personal communication method aimed at persuading potential customers to take specific actions, such as purchasing a product or adopting a service. Advertising is delivered through various media channels, such as television, radio, newspapers, digital platforms, and outdoor billboards. The ultimate goal of advertising is to create awareness, generate interest, and influence customer decisions. For

**3. Write a detailed note on – determinants of consumer behavior.**

**Ans 3.**

Consumer behavior refers to the decision-making processes and actions of individuals or groups when purchasing, using, or disposing of products and services. Understanding the factors that influence consumer behavior is critical for businesses to tailor their products, marketing strategies, and customer experiences. Consumer behavior is shaped by a combination of personal, social, cultural, psychological, and economic factors, all of which